

PUBLIC RELATIONS



Baseball for boys . . .



COVER PHOTO

Phil Rizzuto, shortstop of the Yankees and Director of the American Baseball Academy, poses with the youngest runner-up in the Browning King ABA Baseball Booster Contest. Five-year-old J. Kett Casey, New York, thinks he looks like Rizzuto and is a big booster for the champion Yanks. (l. to r.): Eddie Lopat, Yank pitcher; Jinx Falkenburg (holding young "Casey"); Rizzuto;—all judges at the final award party. Story on page 18.

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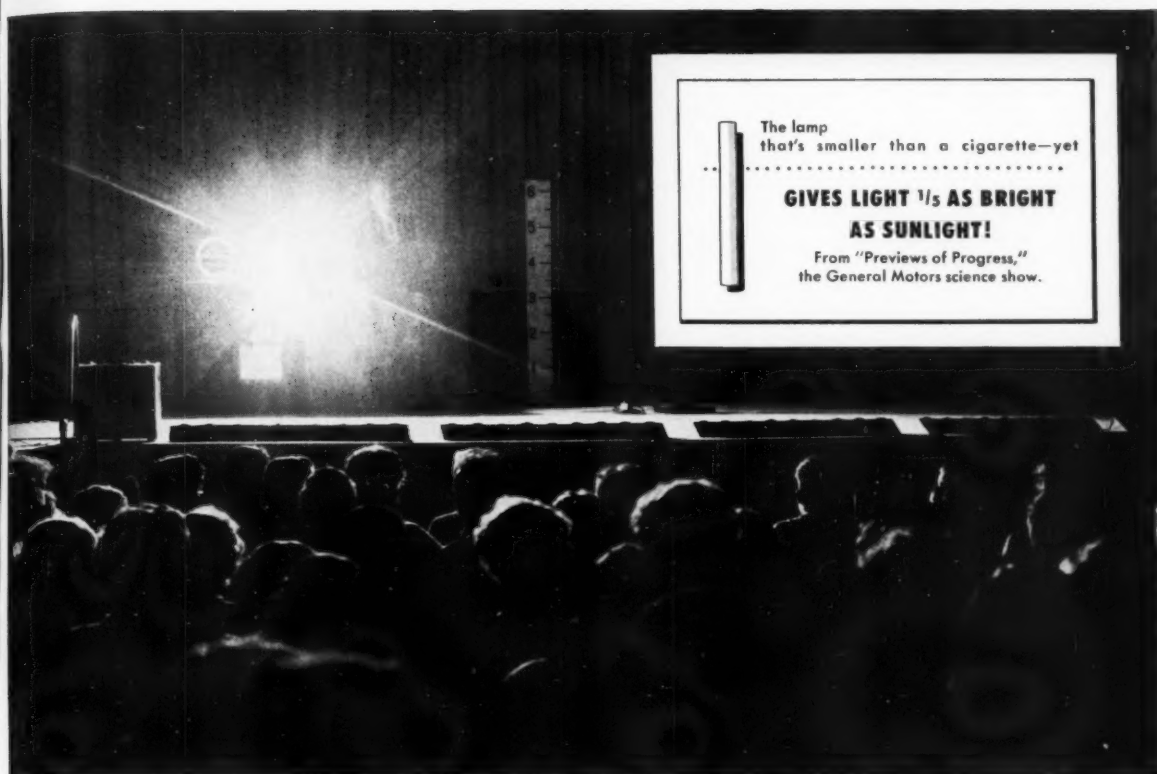
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The lamp
that's smaller than a cigarette—yet
.....
**GIVES LIGHT 1/5 AS BRIGHT
AS SUNLIGHT!**
From "Previews of Progress,"
the General Motors science show.

This is Public Relations, too

As you know, public relations takes many forms. One kind, that GM believes in, is inspiring the young folks of today.

From their contributions to the world of tomorrow, everybody will benefit, including GM. As C. L. McCuen, General Manager, GM Research Laboratories, once said, "the pursuit of scientific knowledge is a search that never ends."

To help make the future interesting and meaningful, GM puts on "Previews of Progress"—a live show that demonstrates some of the challenges of research and science.

Above, you see a highlight from the show—a light smaller than the fingers that hold it—which has lighted up auditoriums from coast to coast, and perhaps lighted up the mind of

a young Edison, somewhere among the 5,000,000 young people who have seen it.

In the show, two young men demonstrate things like—synthetic rubber made before your eyes, the musical note that shatters a glass, a tiny jet plane that zooms around the auditorium, music played by a light beam, and the challenge of high-compression engines.

Yes, we think "Previews of Progress" is good public relations. If you'd like an illustrated booklet about it, so you can form your own opinion, just write the Department of Public Relations, General Motors, Detroit 2, Michigan.

GENERAL MOTORS

Your Key to Greater Value



(An advertisement)

November, 1951



The man who makes **5** steers out of four

That fifth steer, though, really isn't an extra steer. It's extra beef on the other four; beef that would never exist were it not for this man called a "feeder."

He buys cattle from ranchers—lean animals that have been grazing on the open range. Then he takes them to his "beef factory" and *feeds* them—fills out their frames with all the well-balanced feeds the animals can hold.

Months later, he sells them—200 to 500 pounds heavier than they would be if they had been left on the open range. Thus, the feeder, in effect,

makes five steers out of every four he feeds—materially increases our national beef supply—helps make beef available during the months when range cattle are not coming to market.

But he takes a risk in doing this essential job.

The kind of living his boarders enjoy costs the feeder plenty. And between the time he buys and sells, many things can happen to put his calculations in the red.

Fortunately, though, most feeders are optimists.

And as long as they keep those beef critters eating, you'll continue to eat better, too!

American Meat Institute

Headquarters, Chicago • Members throughout the U. S.

(An advertisement)

NOTED IN BRIEF . . .

• What causes an attitude? How is it formed? Bertrand Klass takes us behind the readily acknowledged fact that there are attitudes all around us in the PR vineyard—and tells us something of their origins and formative processes.

• A railroad centennial—that of the Illinois Central—offers a case history for the increasing effectiveness of the organization birthday as a means of telling the story through proper programming.

• Using a magician as a medium—this time to talk with school children—is the How We Did It feature this month, relating method in the Grapette Company's project.

• Can Comic Books do the job? This question comes increasingly to the fore as PR people consider the possible communications channels for doing a particular job. One of the nation's foremost authorities on the subject tells readers what he sees in the use of the visual cartoon treatment.

• The community newspaper-spokesman for a segment of a larger municipality—comes in for some analysis, as its effectiveness is demonstrated in a Detroit fund raising effort.

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Don't Coerce the Editor!

Strange things continue to get into the mail under the guise of publicity, and our editor friends continue to wonder at the curious vagaries of managements and some publicity men.

Modern Industry recently reported the following:

"Many companies spend a lot of time and money on publicity releases which end up in editorial wastebaskets. Why? Often the reasons are so obvious that a boy should know them.

"Yet some executives—who are otherwise bright—are almost morons in the simplest techniques of publicity.

"For example, MI editors recently received a release from a firm which shall be nameless. It contained important, but overlong news of the corporation. A footnote advised editors:

"The information in this release cannot be cut without nullifying its value to the reader. Therefore, kindly publish as herein."

"Nothing could raise an editor's hackles faster. If a story is newsworthy, he'll print it—but with the padding and puffing slashed away.

"Examples of similar blunders could be plucked from MI's trashpile every day. Most of them are committed by small and medium-size companies. The moral is kindergarten-plain: Don't try to browbeat or wheedle an editor into running your publicity. Every news item must stand on its own merits as the editor views them."

Brownies

THAT STURDY FIRM OF PUBLISHERS, Funk & Wagnalls, have just brought out a new one we intend to purchase and pore through from cover to cover. At least, advance publicity copy that has reached our editorial desk so moves us, at this writing. The new book is called the *Standard Dictionary of Folklore, Mythology, and Legend*. And according to Catherine Hayes, who is handling the publicity, one of the items it covers is brownies.

Now the brownie, good reader, is worth knowing. Better yet, worth being haunted by, or whatever you call what a brownie does when it decides to take up with you. Says Miss Hayes' copy: "The brownie is a household spirit of English and Scottish Highland folklore, also of the Shetland and Western Isles, usually thought of as wearing a brown hood and cloak. He attaches himself to families; especially he frequents farmhouses,

barns and byres (whatever *they* are!) and does the chores at night while the people sleep.

"He helps with the churning or brewing, sweeps the rooms, saves the corn. Some brownies have even been known to assist at childbirth, or to help their masters win at draughts. But if ever they are criticized they will break dishes, spill milk, turn the cows astray, spoil the crops, and work all kinds of small revenges."

Miss Hayes goes on to say that special cakes and bowls of milk should be set aside for the brownies, but never, never any wages or reward. A kindly woman once made a little cap and coat for the brownie who so faithfully cleaned her pans. He put them on and was gone forever.

"In fact, to get rid of a troublesome brownie," reports Miss Hayes, "all you have to do is make a new little hood and cloak for him; he will put it on, chanting, 'A new cloak, a new hood, Brownie will do no more good.'"

We trust Miss Hayes will have no objection to our passing along this bit of information to you. As for ourselves, we are most grateful. We've been trying to think lately what being editor of the *JOURNAL* is like. Preliminary ideas included galley slavery, mole life, fire-walking, and the experience of the famous sparrow caught in the badminton game. Now we know it's a great deal like being a brownie.

To date, though, nobody has tried the expedient of making a little cloak and hood for us. That, too, will probably come in time!

•

THOUGH PEOPLE are to business management what building materials are to the architect or engineer, it seems to us that the most difficult problem in stress analysis is simple beside what goes on in the human mind and heart.

•

THERE ARE TIMES when it seems you can sell anything, but don't be too sure. We have a hunch that one of the most important public relations problems of business in the era just ahead is going to be how to induce customers to part with money. The companies who are working on it now are going to be readiest when the time comes.

•

THE COMPETITION for favorable public attention is keen; only enterprises that deserve it will long have it.

ATTITUDES

"Much of the research in PR today is directed toward ascertainment of public attitudes. . . . The logical next step should be that of determining the why's and wherefore's of these attitudes as accurately and objectively as possible, with the realization that a more effective job of attitude change can be accomplished with this knowledge . . ."

By Bertrand Klass

Psychologist in Public Relations
Boston University School of Public Relations and Communications

THE FAILURE of our social scientists in passing theoretical and research results along to those who are in a position to apply such knowledge is becoming more evident every day. Both scientists and practitioners are aware of the problem. The dilemma stems from several sources, but, basically, it is a problem of communication. The vocabulary of the scientist and that of the practitioner differ markedly. The former hesitates to use every-day terminology because of criticism by other scientists to the effect that his work is over-simplified, nothing but common sense, and that it is not profound. The practitioner similarly questions "plain talk" and down-to-earth illustrations, accusing the scientist of talking down to him or of undervaluing his ability to comprehend. The result is a number of articles which are of importance to the practitioner but which remain unread on the library shelves.

All of the reasons for this dilemma and its possible solution of themselves would provide subject matter for a paper. They are mentioned here only to alert the reader to the author's awareness of the reasons noted and his acceptance of the risk of criticism for what follows.

The power of public opinion need not be expounded to anyone in public relations. Research teams are established or special departments created by various kinds of business and industrial organizations to determine attitudes and opinions of publics important to these organizations. Volumes of printed material, numerous radio and television broadcasts, and advertising of all kinds are employed in attempts to build and maintain favorable attitudes. A tremendous amount of energy and substantial funds are expended in a search for techniques

and formulae which will prove more successful than those currently in use. Basic to all of these activities are: (1) the necessity for understanding what an attitude is, (2) how it comes about, and (3) why some are easy to change and others difficult.

No formula wholly successful

Just as no one simple formula or technique has been found which is wholly successful in controlling attitudes, the answers to the above posed questions are not simple ones. Psychological and sociological journals have offered a variety of answers which have been formulated from specific theoretical viewpoints. The approach expressed in this paper is held by a group of psychologists who have developed what is known as the "field theoretical" approach toward understanding human behavior. The field theorists insist that in studying human activity occurring at any one time, all factors such as environment, heredity, motivation, perceptions, etc., which may affect a person's behavior at that time, must be considered. It should be recognized that what follows is but a rudimentary introduction, but it is hoped

that it may serve as a foundation for further investigation.

What is an attitude? How does it develop?

If the reader has ever attempted to answer the first question by referring to the many psychological texts that are concerned with the subject, he undoubtedly has found that few psychologists define the term in an exactly similar manner. In most cases it is also true that though the basic definitions differ, the variations result from the stress of major points that individual authors wish to make rather than from basic disagreement.

It is agreed that attitudes are enduring in nature, that they are influenced by an individual's needs, goals, emotions, perceptions, and experience, and that they in turn influence people toward behaving in some way.

Even before the development of language the child undergoes experiences which lead to the formation of specific attitudes. All human animals display in various forms a biological need for food, drink, for rest, for elimination of waste material and for sex. Whether or not these needs are satisfied, how quickly they are satisfied after the onset of the need, and how completely they are satisfied determine specific behavior patterns. A child born in an environment where food is scarce quickly learns to place great value on whatever food he does manage to obtain and directs a good deal of energy in the search for food. He will be prone to perceive or to seek out foodstuff much more quickly than a child whose need for food has never been frustrated.

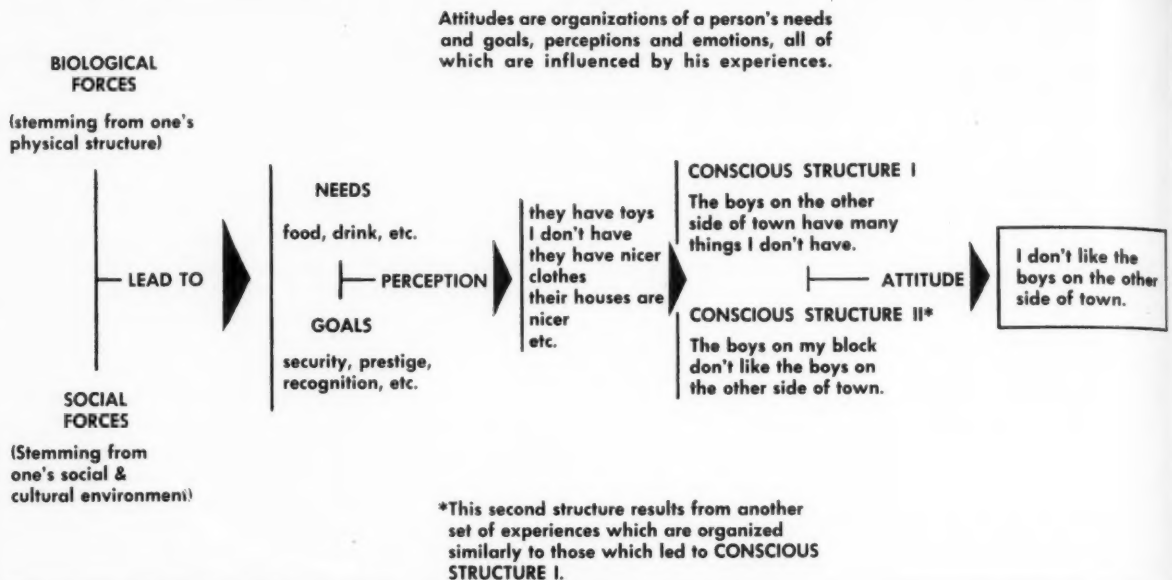
In our society it may be said that the inability to satisfy these basic physical needs occurs but rarely. However, it may also be stated that the acting forces in our society give rise to the development of more socially-derived needs than



Wm. F. Manning

Bertrand Klass joined the faculty of Boston University School of Public Relations and Communications in January 1950 where he teaches psychology and research methodology to students majoring in public relations. Long interested in making psychological research of greater value to those working in public relations, his doctoral dissertation is evidence of this fact: "The Determinants of Intrinsic Job Satisfaction; Intrinsic Job Satisfaction and Productivity." Mr. Klass is an Associate Member of American Psychological Association; Eastern Psychological Association; Member, Society for Psychological Study of Social Issues, and of Virgil L. Rankin Associates.

Diagram #1



those in most other societies in the world. The young child is exposed to a multitude of toys, delicacies and amusements which he is taught to value and which he frequently cannot obtain because of the economic status or child-rearing philosophy of his family.

Case study useful

A brief case study may serve the purpose of showing both what an attitude is and how it develops.

Tommy Smith is the youngest son in a family belonging to a low socio-economic group. His parents provide him with sufficient food and the necessary clothing but he cannot have the wonderful toys that he sees in store windows and in occasional movies. Because Tommy has developed a need for these toys, he takes special notice of the boys on the other side of town who do own them and who seem to have so much fun with them. This special notice leads him to perceive many other things where these boys are concerned. He sees that they wear clothes which are much finer than his own; that they live in houses that look better than his; that they are able to buy ice cream sundaes and candies which he frequently has to forego. All of these perceptions are organized into what psychologists have called a "cognitive framework" and which we can refer to as one's conscious world or conscious structure. Tommy now has had sufficient experience to recognize that there are differences between his position and that of the boys on the other side of town.

While associating with his own play-

mates he has noted that they resent the boys who have the things they themselves would like to have; that they pick fights with the other fellows and that they refer to them as sissies. These perceptions and experiences lead to the formation of a second organized conscious structure and Tommy rightly states that his friends don't like these other boys. It is the organization of these conscious structures that leads to the formation of Tommy's negative attitude: "I don't like the boys on the other side of town." Note that at a very young age he is set to perceive certain factors in his environment and to ignore others. In this case, he is stressing the differences that exist between himself and others rather than the similarities, such as the fact that they both like the same games, learn the same things in school, etc.

Diagram #1 will depict the development and organization of this attitude of Tommy's.

Why are attitudes difficult to change?

Most of us are aware of the fact that we rarely, if ever, see everything that goes on about us. Only those things which are important to us, which we have a need for, or which we wish to see, reach our senses. A window-shopping woman is overwhelmed with the finery displayed by various shops, while her husband can see little other than the price tags on obscure items. Frequently, when we are forced to see something which we would rather not see, we distort it to fit our senses. A nice tasting medicine is perceived as candy by a youngster who has experienced nothing

but bitter tasting medicines in the past. It doesn't make sense to him that any kind of medicine can taste good; thus he calls it candy.

Similarly, we can expect the employee who has had a series of unpleasant work relationships with former bosses and who has developed a dislike for employers in general to be distrustful of a new, sincere and honest employer. It would be reasonable for him to accuse his boss of acting decently only because he (the boss) has something to gain from it.

A diagram for clarification

A diagram may once again serve the purpose of clarification. (See diagram No. 2.)

We can see that the new experience (experience 4) can have relatively little effect on the employee's attitude due to the nature of the attitude's origin. The stronger the attitude—that is, the more numerous the previous unpleasant relationships with employers—the more difficult it will be to change the attitude. However, with prolonged experience in the new situation and with the frequent perception of acts on the part of the new employer which oppose the earlier unpleasant experiences, the employee's attitude will change. This leads us to the last major point to be made. In effecting attitude change, no prepared pamphlet, no formal or informal lecture session can be anywhere near as effective as an actual experience—unless the communication is connected directly with action. For example—the Russians are doing their utmost to convince us and the

world of their good intentions via radio broadcasts and written documents, but only if *action* accompanies these words will any significant attitude change result.

The role of communication in attitude change:

Anyone who has tackled the problem of effecting an attitude change by the use of booklets, speeches, motion pictures or advertisements has at least occasionally experienced the disappointment of largely negative or even reverse results. If we evaluate these kinds of communication in terms of what has already been said about the meaning of "attitude," we can understand why the results were negative. Obviously the communications must have attacked the attitude directly with no regard for the factors which led to the development of that attitude.

The direct communication should be most effective when its purpose is to formulate a new attitude. For example, large scale advertising of a new motion picture together with favorable reviews by critics and directed to a public which has not been exposed to negative reports of the picture (and which doesn't dislike movies in general) should in most cases result in the development of an attitude predisposing the person to go see the picture.

At the other end of the scale we may hypothesize that direct communications will be least effective when the attempt is made to change an attitude that is well formulated and strongly held. If a person has been told by his wife and friends that a particular movie is very disappointing, the advertisements and favorable reviews should not be readily accepted. If the person saw a preview of the picture and was disappointed in it, communications favorable to the picture

will almost certainly be rejected.

As pertinent as the above may be, the fact of the matter is that programs of attitude change are usually directed toward a public which has attitudes which can be classified neither as very strong nor as non-existing. In this case we may assume that direct communication is important insofar as it may serve as a positive experience in itself. It should be noted, however, that the effect of a single communication depends upon how strongly the attitude that is being influenced is formulated and that a strongly held attitude must experience many communications before any change can result.

Lastly—and to repeat a theme that has already been presented—any type of communication will be most effective in any situation when it is followed-up with action on the part of the communicator.

An approach:

The alert reader may have noticed that to this point the writer has used the terms "frequently," "usually" and "in most cases" when he dealt with attitude development and change. The reason for this should be clearly understood if a good deal of what has been said is not to be misinterpreted.

We humans are very complex beings living in very complex environments. Just as each one of us has a unique set of fingerprints, we also each possess a unique set of experiences, a unique hierarchy of needs, and, resulting from this, a unique way of looking at our world. Because of this it is difficult to predict accurately the reaction of a number of different people to a single stimulus situation unless we are fully aware of each of their needs, goals and experiences. Young Tommy Smith reacted one way to his experience, but that does not

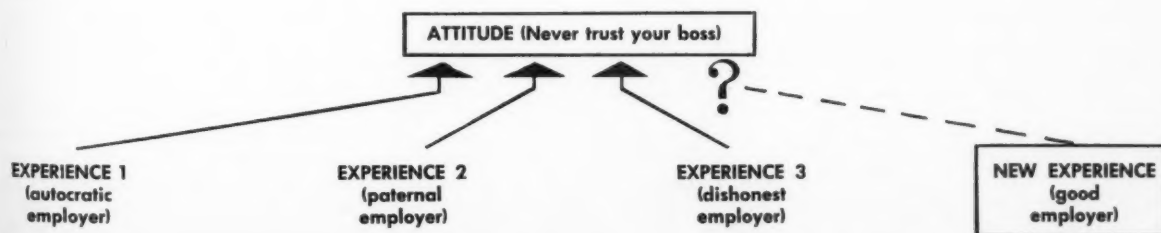
mean that everyone with similar experience will react the same way. Someone else might have ignored the differences that were so important to "Tommy" and, noting only the similarities, might have become a close friend of the other boys.

Much of the research in public relations today is directed toward the ascertainment of public attitudes. Once this is done, the logical next step, preceding a program of action, should be that of determining the why's and wherefore's of these attitudes as accurately and objectively as possible with the realization that a more effective job of attitude change can be accomplished with this knowledge. At the present time the Division of Research at Boston University's School of Public Relations and Communications is attempting to answer some of the many problems that still exist in this area. Much more research energy must be steered toward the problems of attitude formation and change if we are to get the answers we need in a reasonable length of time.

Elton Mayo distinguished two kinds of knowing. One he called knowing-about; the other knowing-by-acquaintance. The professional teacher and scientific researcher is said to have the former type of knowledge while the practitioner is said to know by acquaintance. It is just as important for those who "know-about" to get some knowledge by acquaintance as it is for those who possess the latter to get some of the former. The physical sciences made their great advances when the practitioners communicated with the theorists. Those of us who are involved in some way with the social sciences have just begun the communication process. Following the thesis presented here, more communication and plenty of action by both scientist and practitioner is needed to effect a beneficial attitude on the part of both groups. • •

Diagram #2

An attitude influences a person's perception of a new situation.



Celebrating a centennial

The Illinois Central Railroad tells of some of the planning necessary to make a centennial celebration successful

George M. Crowson

Assistant to the President
Illinois Central Railroad

THE CELEBRATION of a centennial today requires a great deal of planning and ingenuity. This is true for the reason that we have reached a point in the period of our national development that centenaries are becoming quite commonplace. If a corporation or organization is to attract any attention in the celebration of its centennial and to achieve any success in placing its message before the public, the centennial program must be unique, dramatic and appealing.

Perhaps most important in planning for a centennial is allowing sufficient time to begin work on the program. No organization can start to plan a program too soon. Much thought had been given to the Illinois Central program several years before its hundredth anniversary arrived in 1951, and organized plans were under full steam a little more than two years in advance of the centennial date. At that time Illinois Central President Wayne A. Johnston appointed a centennial committee made up of representatives of each of the major departments of the railroad with George M. Crowson, Assistant to the President in Charge of Public Relations, as its chairman. This committee was charged with the responsibility of formulating a well-rounded plan for the celebration of the railroad's centennial. As a result the Illinois Central program was pretty well blueprinted more than a year in advance.

In working out the program the centennial committee decided that the one hundredth anniversary year would give the railroad an opportunity without equal to develop a public awareness of the history and of the importance of the railroad to the territory it serves. Also it afforded an opportunity to further the railroad's objectives in public, community and employee relations. The program that was conceived kept these thoughts

foremost. As an objective, publicity was only incidental to carrying the program out on a sound public relations basis; nevertheless the Illinois Central program has been given publicity exceeding all expectations.

Active participation necessary

The centennial committee realized that even the best conceived program would be destined to failure unless the active participation of every member of the railroad was in evidence. This required a thorough indoctrination of all supervisors and employees. It was accomplished at a "kick-off" or indoctrination meeting held at Chicago to which about 300 members of the Illinois Central supervisory staff throughout the system were given a presentation of the centennial plans and outlining the part they were expected to play in implementing the program in their territory.

Following this meeting each person in attendance received a work kit that outlined the discussion at the meeting. Supervisors then returned to their own areas and held similar meetings among their own employees. These individuals also received work kits. By the time this process was completed every member of the Illinois Central family understood the railroad's centennial program, the

reason the railroad was celebrating its centennial, the part they were expected to take and suggestions as to how they could best carry out their part.

Certain specific projects were undertaken to implement the over-all program. One of these was a centennial history entitled, *Main Line of Mid-America*. The book was published as a commercial venture by Creative Age Press. Complimentary copies of the book were presented to universities, public and business libraries, high schools, newspapers and others where it was felt that the story of the Illinois Central would be found useful. Employees were given an opportunity to purchase copies of the history at a reduced price.

A centennial medallion was designed and is being used as a symbol throughout the centennial year. The medallion was designed by the internationally famous industrial sculptor, Julio Kilenyi. It is executed in bronze and made in three different sizes. One of these was a pocket piece about the size of a half dollar. These were presented to each employee and arrangements were made with local jewelers in Illinois Central territory to engrave the employee's name on the medallion without cost. The medallion was also made in paper weight size about three inches in diameter and distributed to the railroad's shippers, newspapers, civic leaders, and others whose goodwill the railroad wished to recognize. The third size was eleven inches in diameter. These were made in pairs showing the two sides of the medallion. They are mounted on 1500 lb. limestone boulders. The boulders are being presented to various communities along the railroad in appreciation of a century of harmonious relationship.

In presenting the boulders to the various communities the centennial committee recognized the importance of building up local railroad representatives in the eyes of the community. To this end all presentations and programs for such



George M. Crowson joined the Illinois Central Railroad in 1920 as assistant in public relations. In 1921 he became editor of the Illinois Central Magazine, being appointed assistant to the senior vice president 4 years later. He has been assistant to the president since 1936. In addition to being responsible for the company's public relations activities, he has directed the Illinois Central's institutional advertising program for 31 years—the longest sustained program of its type in advertising history. Mr. Crowson is Program Chairman of PRSA's Fourth Annual Conference which will be held in Chicago November 18-21.



Exhibit at Du Quoin, Illinois State Fair

presentations were in the hands of local and division officers. Division superintendents and the local traffic representatives have consulted with community civic groups, chambers of commerce, business clubs and civic leaders to work out appropriate presentation ceremonies. The response of the communities has been excellent. Special Illinois Central days marked with parades, bands, beauty contests, exhibits, displays, open houses, have been a part of these programs. This response at the community level indicates that the railroad is an appreciated citizen.

A centennial flag was designed and produced. On February 10, the Illinois Central centennial day, flag raising ceremonies were held at approximately 75 locations in the railroad's 14-state territory. All of these ceremonies were keyed to one held at Chicago in which the governor of Illinois, the mayor of Chicago and the president of the Illinois Central, Wayne A. Johnston, participated. The mayor flashed a green light on a modern block signal as the governor tolled a locomotive bell at exactly 11 a.m. This was the signal for the centennial flag to take its place beneath the American flag at each location on the system. During the flag raisings every bell and whistle on the railroad sounded a full half-minute salute as did thousands of factory whistles up and down the Mississippi Valley to greet the Illinois Central's second century.

One of the highlights of the centennial program was a dinner held at Chicago on February 16 at which 700 of the city's outstanding business, professional, civic and religious leaders were invited. A complete departure from the usual evening of laudatory addresses was the musical dramatic review produced to

tell the 100-year story of the Illinois Central. A preview showing was held earlier for representatives of the press and radio and for approximately 1,000 Illinois Central employees. So enthusiastic was the response to this pageant that it is being filmed in sound and color. It is planned to have showings for every Illinois Central employee and every business and professional group in Mid-America.

The centennial story of the Illinois Central Railroad is being told in many

ways. One of these is a centennial booklet entitled, *The Building of Mid-America*. This booklet was written in such style and produced in such form as to give dramatic appeal to the Illinois Central story and insure wide readership throughout the railroad's territory. The initial distribution will total 100,000 copies.

Employees trained to tell story

A corps of 300 Illinois Central employees has been trained as speakers to tell the centennial story. In a period of about four months nearly 300 talks had been made to audiences totalling more than 25,000 people. In addition numerous radio broadcasts featured Illinois Central speakers.

To tell the financial story of the Illinois Central Railroad and to relate the traffic development that has taken place during its one hundred years a special centennial financial report has been produced. This report is similar to an annual corporation report in the type of information that it furnishes. However, it covers the 100-year period rather than a single year, and this information is recorded by decades. It is believed that the booklet will be a valuable source of information to every student of the Illinois

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Mayor of Madisonville, Kentucky accepts centennial boulder for the city from Wayne A. Johnston, President, Illinois Central Railroad.

Dedicating a modern power plant

How the American Gas and Electric Company opened a new power plant in southeastern Indiana

By Harold A. Smith

Associate Director of Public Relations
American Gas and Electric Company

LAST SPRING the Tanners Creek Plant of the American Gas and Electric System, situated on the Ohio River near Lawrenceburg, Indiana, was opened to the public with several days of tours and luncheons for employees, general public, groups of business, civic, and government leaders including the governor of Indiana.

This is the story of how Tanners Creek was put in shape for its opening day.

The great expansion program of the electric power industry before, during, and following World War II set off a wave of new power plant openings such as the industry never experienced before in its half-century existence. Big factor in the expansion program is the country's third largest power system—the American Gas and Electric Company System—which is carrying out a half-billion dollar expansion program from 1947 to 1953.

Each year since 1949 at least one huge generating unit, and in some cases as high as three units, have been put in operation. Two units have been installed so far in 1951; three units will be installed in 1952; and three units in 1953. From 1949 to date we have installed six units totaling 900,000 kilowatts of capacity and we will finish another six units totaling 1,100,000 kilowatts more by 1953.

Tremendous as A. G. & E.'s expansion program is, it does not make itself known of and by itself, but must be brought home to important governmental, civic and business leaders—regional, state and municipal—as well as large and small power users, residential customers, and the public at large in the seven-state territory served by the American Gas and Electric System. Nor can leaders in government and business in Washington

and New York be forgotten.

Philip Sporn, president of the American Gas and Electric Company System, believes implicitly in the value of public relations and the need for a company to get its story across to the public it serves.

Best way to tell the power expansion story in his opinion is to invite the public to visit an opening of one of the new plants and to see what a modern power plant looks like, to get an idea of magnitude and scope and size of the project area, and what it means to the community it serves.

Public relations director H. P. Megargee and public relations counsellor G. Edward Pendray met and discussed aims and objectives of plant openings with operating vice president Graham Claytor and president Philip Sporn.

Broad aims and objectives arrived at:

1. Public in the territory we serve should be apprised of the importance of the new plant—how it serves industry and domestic customers—and how these modern, efficient power plants help keep electric rates down.

2. Several plant ceremonies: Formal dedication to which important opinion

leaders and press are invited. Plant tours in which employees and their families and the general public take part.

3. Ultimate responsibility for the shows is with the operating company in the field. New York helps with programming, reviews suggestions, and the local company or companies involved carry out the project.

4. Primarily, emphasis in all publicity is directed toward the field; and while the national press—wire services, major metropolitan dailies, magazines—receive press releases and photographs, the major effort is with the local press—both newspapers and radio.

So much for the broad aims and objectives of A. G. & E. plant openings.

Two plant openings have been held since World War II: the Philip Sporn Plant was dedicated in July, 1950, and the Tanners Creek Plant was dedicated in May, 1951.

To begin with, probably the most important single thing we learned about these plant openings is that extreme care in preparation must be exerted at all times.

Planning began as early as December, 1950—five months before the Tanners Creek dedication took place.

One of the first steps taken was the appointment of a General Arrangements Committee which included:

A. N. Prentice, Chairman; Prentice is assistant general manager of the Indiana & Michigan Electric Company, the A. G. & E. subsidiary in whose territory the Tanners Creek Plant is located.

Warren W. Widenhofer, Vice Chairman; Widenhofer is assistant public relations director, Indiana & Michigan Electric Company.

Harold W. Johnson, Acting Consultant; Johnson is public relations director, The Ohio Power Company, an A. G. & E. subsidiary; Johnson helped launch the Sporn Plant opening in the preceding year, and it was believed his on-



Affiliated Photo—Conway

Harold A. Smith, Associate Director of Public Relations, American Gas and Electric Company, is a former newspaper and magazine man, and was at one time PR Director of Young & Rubicam. He attended Columbia University at night while working out his apprenticeship and journeyman at the New York Daily News and, later, Liberty Magazine. PRSA member Smith is still addicted to getting the academic viewpoint, and periodically he takes courses on varied subjects at Columbia. He says . . . "a PR man can't afford to ignore the new viewpoints and new thinking that's regularly pouring out of our colleges and universities."



W. M. Krider

Visitors leaving the river steamboat Avalon, where plant dedication ceremonies took place. Tanners Creek Plant looms in background.

the-spot experience would be invaluable.

H. P. Megargee, Public Relations Director, A. G. & E.; Megargee was responsible for all liaison between New York and the field, and for all advertising and publicity material required by the field.

Some of the major problems which the Tanners Creek opening presented the Committee were:

1. Transportation and parking
2. Tour through the plant
3. Invitations
4. Advance advertising and publicity
5. Luncheon and dedication
6. Program
7. Press handling
8. Registration of guests

Power plants on the American Gas and Electric System, which is a small-town system, are built far from concentrated areas of population. No city on the System is larger than 150,000 population; and the 2,165 communities which A. G. & E. serves in a 7-state area, average 2,000 population. Tanners Creek is no exception to the general rule that power plants must be located on economical land sites; where large acre-

age is required to accommodate plant buildings and coal storage; plant must be located on a river with a substantial flow so that large quantities of water for condensing purposes can be obtained, and near load centers—where the big part of the plant's output is used.

These specifications naturally locate a power plant off the beaten track, and bring problems insofar as a dedication is concerned of getting people to the plant, taking care of them while they're there, feeding them, and so on.

After full discussion with the division managers and other executives as to invitation list, it was decided that the number of guests invited would total about 600; add 200 or more of our own executive and employee personnel for a grand total of 800 persons—a mighty feeding job under any circumstances, and particularly when you're located some distance from the nearest town with no other means for feeding facilities to handle such a big crowd.

Bright idea pounced upon by the Committee was the hiring of a river steamboat for the day, which would add color and historical dimension to the ceremonies and at the same time provide

the required feeding facilities.

The steamer *Avalon*, which plies the Ohio out of Cincinnati, is an old stern-wheeler with a capacity of 1,400 persons including crew. The main dining room accommodated the entire 800, and left room for the speaker's platform and unveiling platform—since the entire dedication ceremonies, including lunch, were performed aboard the *Avalon*.

To give an idea of the vast amount of detail to be covered, here are a few items picked at random from a long list of jobs to be done:

—Be ready to serve luncheon to 800 persons at 12:30; fast service provided so that luncheon can be concluded by 1:30 sharp.

—Contact manufacturers to determine what facilities they will need available for their displays.

—Have typewriters, tables, chairs, telephones, paper, plant photographs and information booklets available in press tent.

—Have public address system installed outside plant with several speakers spotted and microphone in press tent. Assign person responsible for handling address system.

—Have sign made at Registration Tent —“Tour Begins Here.” Have all signs for tour numbered and a “Tour Fact Sheet” made up showing what will be seen on tour.

—Acquaint all bus drivers and automobile drivers with shortest route to depots, hotels, and airport.

—Provide doctor, nurse, first-aid equipment and ambulance at First Aid Station.

—Provide tour guides, “host” banners, identification cards for all guests, megaphones for guides.

—Make arrangements for large tents for Registration, Manufacturers' Display, Press, Transportation, and First Aid.

—See that grounds are in neat order, graveled, and cleared of any unnecessary material. Have areas cleared for tents. Prepare walkways of gravel. Rope off complete tour including walks.

These details represent only a small fraction of the total amount involved in making a Plant Tour click off without serious hitch, and it required adequate manpower to do it.

Eight key men—Messrs. Shannahan, Zeiler, Kimmel, Weaver, Clapper, Haverfield, Snodgrass—all from the Indiana & Michigan Electric Company, and H. P. Megargee from New York—divided major portions of the job such as lunch-

eon arrangements, tours, advertising and publicity, parking facilities, grounds and several other major fronts that had to be attended to.

Approximately 50 guides, dressed in white shirts, ties, and arm-bands, were used to escort the 600 visitors through the plant. Half-dozen drivers of private automobiles, in addition to large buses used for transporting groups to plant, were used to supply transportation on immediate notice, for the purpose of delivering guests to various parts of the grounds or to hotel, airport or rail station. Guards, tour starters, attendants in reception tent, special guides, parking attendants, and various assistants were required to man the event.

Eight photographers under the direction of Bill Krider took pictures all during the ceremony, posed group photographs as well as took candid shots at will.

C. V. Sorenson, Vice President and General Manager of the Indiana & Michigan Electric Company, served as master of ceremonies and welcomed the 600 guests who came from all over the Indiana & Michigan territory as well as from



Shown in the plant's control room are plant manager E. E. Clapper, left, Governor Schricker of Indiana, and Philip Sporn, President of the American Gas and Electric Company.

New York and other metropolitan centers.

Guest speakers included Governor Schricker of Indiana, Philip Sporn, President of Indiana & Michigan Electric Company and its parent, the American Gas and Electric Company, representa-

tives of the General Electric Company and the Babcock & Wilcox Company.

Governor Schricker unveiled the dedication plaque which was erected on a special platform and covered by the state flags of Indiana and Michigan. Governor Schricker told the gathering that "power plants like Tanners Creek were milestones in the progress of a free people conducting the American way of life."

How did it all come out?

Probably the best measure of success is the comments the guests made after the ceremonies, and on the long ride home. Many guests took occasion to write and tell us how much they enjoyed it and what they got out of it. The press cooperated in grand style. We registered 100 press and radio representatives as having attended the ceremonies and a large portfolio of press clippings has been prepared as a result of press cooperation.

In the words inscribed on the silver plaque unveiled at Tanners Creek, the plant was "dedicated to the service of the people of Indiana and of Michigan"—and we believe our Plant Opening helped get the word around. • •

Celebrating a Centennial

(Continued from page 9)

Central as well as to its own supervisory staff.

One of the "firsts" of the Illinois Central is its institutional advertising program. This program is now in its 31st year and is the longest sustained program of its type in history. During 1951 the institutional series has the centennial of the railroad as its theme. These advertisements are carried in approximately 450 daily and weekly newspapers in the railroad's territory. A special centennial advertisement was carried during the month of February and in addition to newspapers was also carried in a number of magazines of national circulation as well as in many special publications.

Each year the directors of the Illinois Central Railroad make a trip over some part of the railroad's lines. This year, travelling in a 13-car centennial special train, the directors toured 1,500 miles of the Illinois Central's lines in Illinois, Tennessee and Kentucky. Dinners were held at Memphis, Louisville and Paducah, to which approximately 250 civic, business and professional leaders in each of these

locations was invited. This afforded the directors and officers of the railroad an opportunity to meet with the folks who do business with the railroad. Talks made by the directors at these dinners dealt with the development of the Main Line of Mid-America. In addition to outstanding press coverage on the occasion of the visit of the directors to these cities, special radio broadcasts were presented as a salute recognizing the visit of the railroad's directors. Both the directors and the officers of the company participated in the broadcasts. As President Johnston has said, "These goodwill tours at the ground level make for public relations at its best."

Approximately 5,000 pieces of display material have been produced and made available to business houses, banks, libraries and the railroad's own local offices portraying the history and present-day plant of the Illinois Central. In many cases competition has been established between local businessmen for the outstanding display saluting the Illinois Central's centenary and prizes awarded by the local chambers of commerce.

Shortly before the centennial year began the Illinois Central sent several thou-

sand announcements to its suppliers, banks, newspapers, magazines, business and civic clubs, advertising agencies, and companies who were also celebrating some special anniversary. These announcements told of the coming centennial of the Illinois Central and invited them to tie their participation into the railroad's program. Particular emphasis was made of the fact that the Illinois Central did not desire any organization or company to undertake any additional expense merely because of the business relationship between it and the railroad. The announcements suggested that such tie-in participation should be undertaken only when there was a mutual advantage for doing so. The result of this consideration has paid enormous dividends and the salutary advertisements complimenting the railroad's achievements during the past century and extending best wishes during the coming century have been almost beyond conception.

As one newspaper columnist has said, "If there is anyone in Mid-America who does not know that the Illinois Central is celebrating one hundred years of service to mid-America, he would have to be deaf, dumb and blind." • •

Work, Save, Vote and Pray—

Texas and Pacific Railway Company's 4-point advertising program for "making America strong"

By J. B. Shores

Director, Employee-Public Relations
The Texas & Pacific Railway Company

"WORK, SAVE, VOTE AND PRAY — to Make America Strong."

This four-point program in four-letter words is the basis of a nationwide Americanism program being sponsored by the Texas and Pacific Railway Company.

Based on an article by Mr. W. G. Vollmer, president of the railway, the program is intended to provide specific projects for individual citizens.

"It is the plain citizen—the man or woman multiplied one hundred million times over—who must carry the burden of our country's future security and well-being," Mr. Vollmer says in explaining why the railway undertook the program.

The program slogan itself, Mr. Vollmer says, will give any person a definite goal to meet, explaining that each individual can put the theme of Work, Save, Vote and Pray into action, beginning right on his job, and in his own home.

The Texas and Pacific Railway, although serving only Texas, Louisiana, and a part of New Mexico, is taking advertisements in newspapers in all parts of the country to support the campaign. In all, six advertisements have been prepared and are appearing now in 117 newspapers and several national magazines.

The article upon which the program was based, *The Four Pillars of Freedom*, is being offered free to organizations or individuals, and in the first two months of the year-long campaign, requests for over 150,000 copies have been received by the Texas and Pacific. Reprints of the six advertisements also are available and are being widely distributed.

Letters outlining the program have been sent to radio commentators, newspaper and magazine editors and writers and to government leaders at the city, state, and national level through the country.

Another important part of the overall

program is a series of talks being made before civic clubs in the cities along the railroad for the purpose of explaining and promoting the ideals embodied in Work, Save, Vote and Pray.

In discussing the four-point program to help make our country strong, Mr. Vollmer stresses that "Prayer" was placed fourth in an effort to give it additional emphasis.

"It is, of course, the most important single thing we can do today," he states.

"We need to pray for an abiding faith in God and faith in ourselves.

"We need to pray for faith in our fellowman.

"We need to pray for guidance and wisdom.

"We need to pray for the Americans who are suffering and dying on the battlefields of Korea that freedom — your freedom and mine—will be preserved.

"We need to pray earnestly for the return of peace.

"We need to pray for the courage to do those things which, in our heart, we conceive to be right and honorable.

"We need to pray for the strength to bear whatever burden we may be called upon to carry.

"We should ask God to make us good soldiers, whether it be on the battlefield or the home front.

"The responsibility for freedom and for peace does not rest in Washington,

London, Moscow or Paris... or the other capitals of the world... but in the hearts of the people of the world."

"We have at our command," continues Mr. Vollmer, "the tools to preserve freedom, and to aid in restoring peace to a tired and unhappy world.

"Let's use these tools... Work, Save, Vote and Pray... patriotically and unselfishly."

In concluding *The Four Pillars of Freedom*, Mr. Vollmer summarizes the Americanism program in these words:

"Let's *Work* hard and earnestly at the task of strengthening ourselves spiritually, morally and economically.

"Let's *Save* our free American way of life, no matter what the sacrifices may be.

"Let's *Vote* at every election for people who place the welfare of their country above their personal political welfare.

"Let's *Pray* for the wisdom and the courage to do our duty as good Americans, faithful to God and to our country."

There are many signs that this program is making a ripple through the country. We have been honored and privileged to receive personal letters of commendation from some of our country's outstanding business leaders.

For instance, Benjamin F. Fairless, President of the United States Steel Corporation, wrote Mr. Vollmer: "You are to be complimented for the excellence of these messages and for the fine campaign you have initiated."

Mr. A. S. Inglehart, President of General Foods Corporation, wrote: "I don't know when I've seen my personal philosophy so well expressed and with such economy of language as in your slogan 'Work, Save, Vote and Pray.'"

Mr. Louis Ruthenburg, Chairman of Servel, Inc.; Mr. John C. Whitaker, President of R. J. Reynolds Tobacco Company; Mr. Robert C. Dunlop, President of Sun Oil Company, and Mr. John L. Collyer, President of B. F. Goodrich Company, and other important men not only have complimented our program

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A railroad man of 40 years service, J. B. Shores gained his first experience as a telegraph operator in a small South Carolina railway station. He joined the Texas and Pacific in 1920 as chief clerk to the general agent in the railway's off-line traffic office at Atlanta, Georgia. Promotions took him through the positions of traveling freight agent to general agent by 1934. In 1945 Mr. Shores was selected to head the company's new department of employee-public relations, and since then has worked closely with employees and management to put into effect a number of outstanding employee and PR projects. He is a member of the Public Relations Society of America.

Community press— an important medium

How the United Foundation, which conducts an annual fund raising campaign for health and community services, makes effective use of community newspapers

By Richard W. Randolph

Member, Public Relations Staff
United Foundations

THE COMMUNITY NEWSPAPERS can do a tremendous job of keeping the public informed on a topic of general interest.

Each of these publications is read intensively within its circulation territory. More than 80 of them are distributed on a geographical basis within the Detroit metropolitan area. They reach practically the entire population of 2½ million persons.

The United Foundation, which conducts one big fund-raising campaign known as the Torch Drive annually for 143 health and community services, has found the community press an important medium for keeping its viewpoint before donors.

"The community-level approach of the neighborhood newspapers identifies the Torch Drive as an integral part of the lives of the people it is most important for us to reach with our message," said Walter C. Laidlaw, executive vice-president and general manager of the United Foundation. "It was our hope, on establishing the United Foundation less than three years ago, that eventually the fund-raising drive would become the instrument through which the donors themselves would express their civic aspirations. The tremendous interest and effective action taken by the community newspapers have accelerated this trend far past our highest hopes."

Editors eager to cooperate

The editors themselves are eager to cooperate with the Torch Drive. It identifies them more closely with a worthwhile enterprise.

A publisher of 11 weeklies, who ran pictures of hundreds of workers for weeks before the last campaign and

climaxed his efforts with 50,000 copies of a 32-page special edition devoted entirely to services made possible by the Torch Drive, was dissatisfied.

"One thing is certain," he said recently. "We'll have to have more pictures of campaign workers this year."

The editors reflect the attitude of the preponderant majority of residents of their circulation areas. Universal enthusiasm for the drive is shown by results. During the past two years, some 20,000 volunteer solicitors raised \$9,268,058 and \$10,404,521 respectively. This was more than 2 million dollars in excess of quotas.

Principal problems

The principal problems in deriving maximum benefits from the community press have to do with (1) localization, and (2) year-round publicity.

The community papers will carry news developments within their territories which have to do with campaign or pre-campaign organization and solicitation.

They will, in most cases, cover these stories.

The United Foundation public relations department must, however, localize for the community press the work of the services for which it raises funds. This is done in two ways: (1) individual pictures or stories for each paper telling of the work being done in its specific circulation area, and (2) stories or picture captions of general interest into which figures, names, addresses are inserted telling of similar services within the paper's circulation territory.

Results

The first method is sure-fire, but involves considerable work and expense. The second results in more rejections. The vastly greater number of papers to which each item is made available, however, indicates it may be more economical per clip.

Last year, no mats were distributed. All pictures or stories distributed to a community press were made or written expressly for a given publication, or for a few papers whose circulation areas covered addresses or persons involved. During a ten-week period from September 1 to the end of the campaign, November 9, about 50 papers then received in the UF offices yielded 701 clips, including 341 pictures.

Returns checked

For the past several months, generalized stories and mats have been used with localized inserts. Returns are checked against the cost of individual localized pictures.

A visible record of progress is kept. Copies of all releases and proofs of all mats are posted on a release board. A chart lists the 81 publications in the left-hand column. Each item mailed is listed at the top of the chart and marked after the name of the paper to which it



Richard W. Randolph, a graduate of the University of Colorado College of Journalism, entered the public relations field in 1944 after 14 years as a wire service writer and editor in Denver, Omaha, and Des Moines. National publicity assignments for Steve Hannagan and Associates in New York and St. Louis, and for the Fred Eldean Organization in Detroit were followed by a two-year stint as Director of PR for the James Vernor Company, Detroit soft-drink manufacturer. When the United Foundation was set up early in 1949, he was engaged to handle newspaper publicity. A year later he launched the community newspaper program.

has been sent. A colored pin is inserted in the mark when a clip shows in that paper. A map of the entire solicitation area carries names of all papers in their circulation areas. Pins are stuck through the names of papers whenever a clip shows.

Devices effective

These devices show at a glance, and without consulting files: (1) what material has been mailed and to whom; (2) what response has been received for each item; and (3) geographical distribution of publicity used to date.

The individual stories or pictures, and the types of material which have been most acceptable can be determined at a glance. Emphasis can then be placed on material of proven effectiveness.

The map provides a means of assurance that homes in every corner of the solicitation area are being reached

through media nearest to them.

Systematization of the mechanical end of the program saves time for studying publicity potentials in the various services, researching and writing appeal stories, planning pictures.

Continuous and universal publicity is essential to success of the Torch Drive. Every week of the year small deductions are made from paychecks to satisfy campaign pledges. Every pay stub is a reminder that a part of the income earned is being diverted toward making Detroit a better place in which to live. The worker, and the members of his family who must give up some small expenditure to make his pledge possible, should be told often of the good his money is doing.

Nearest medium useful

This is accomplished through the medium nearest his home and family, the

community newspaper. The only reason the neighborhood weekly has for its existence is to serve its own area. Its editor and readers are interested only in such phases of fund-raising and community services which can be identified in some way with addresses within its circulation area. This means localization so far as possible of all releases.

First steps taken

The first steps toward maximum use of community newspaper were taken early in 1950. Localized captioned pictures of Girl Scouts were distributed. Names and addresses within the circulation areas made this material welcome to editors.

One group of five suburban papers ran Girl Scout group pictures clear across the front page. Another group of seven suburban papers ran five Girl Scout pictures in a four-column spread.

Many photographs used

That was in March. The Girl Scout publicity was followed by similarly localized pictures of Boy Scouts, Visiting Nurses and other Torch Drive services, which received equal or even better play.

All individuals in these pictures were identified in the caption by addresses within the circulation areas of the papers to which they were sent.

As campaign time approached, groups of volunteer solicitors were photographed in action, identified by names and addresses, and distributed to papers circulating in the areas indicated.

Feature stories and pictures on health and community services, and news stories on progress of the drive were localized.

Emphasis on grassroots movement

By the time the drive opened, most of the latter phase of the work had been taken over by the editors themselves, in some neighborhoods by local publicity committees. The United Foundation staff supplemented these news stories with localized material designed to sell the services for which funds were to be raised.

The third annual Torch Drive, coming up in October and November of this year, is expected to see more newsworthy events planned on a community level. Emphasis will be placed on the grassroots movement for a single united drive.

The community newspapers again will prove their effectiveness. • •



McNuff

Marking the location of community newspapers in which stories were published.



Comic books and PR

King Features Syndicate answers some of the questions about the use of comic books in public relations

By Joseph W. Musial

Educational Director
King Features Syndicate

(Editor's Note: Comic books are finding increasing use as message bearers in numerous areas of public relations. In order to get some answers to the many questions public relations men frequently ask about them, we asked Joseph W. Musial, Educational Director of King Features Syndicate, and a recognized authority on the use of comic books for public relations purposes, to provide us with information and some examples of ways in which comic books can be used to deal with subtle or complicated subjects such as splitting the atom or psychological problems.)

TO ANSWER ALL the hundreds of questions about the use of comic books in public relations would be a full-time job.

Fortunately, these inquiries lend themselves to groupings:

1. What kind of public relations lend themselves to comic books?
2. How extensively are comic books used in public relations work?
3. Who started the use of comic books in public relations work?
4. What is the general history of comic books in this field?
5. How does one go about getting out a comic book for such a special purpose?
6. When is an expert needed?
7. Where does one find an expert?
8. How much range should be allowed the expert?
9. What about securing paper for the printing of comic books?

10. What about channels of distribution?
11. What are some primary rules for the use of comic books in public relations?

1. What kind of public relations lend themselves to comic books?

Public relations efforts to familiarize the public with new ideas are well performed by comic books.

The following list, far from complete, shows some of the fields in which comic books have been used effectively:

United Nations Association; C. I. O.; Ford Motors; Council for Exceptional Children; Spalding (sports goods); U. S. Steel Institute; National Tuberculosis Association; Plymouth Motors; National Labor Service; General Electric; National Lutheran Council; U. S. State Department's "Voice of America"; the glass industry; Nestle's Candy; United Airlines; Metro (advertising comic advertising through comics; Catechetical Guild to Fight Communism; Community Chests; National Safety Council; National Mental Health Foundation; political campaigns; hundreds of thousands of social and science series studies distributed by G. E. Ditto; *Dagwood Splits the Atom* (familiarizing laymen with atomic power, allaying fears) and *Blondie** (an interpretation of mental hygiene), both by the writer; Anti-Defamation League; forestry; and so on.

The list of various fields alone would fill pages.

2. How extensively are comic books used in public relations work?

This is partially answered by the list above.

At the latest count a few months ago the number of comic books published in the "mass medium" or "special purpose" field had exceeded one hundred and twenty-five million.

3. Who started the use of comic books in public relations work?

No one person or publisher can be named as the unchallenged "first" in this field, though many claim the distinction.

About forty years ago comic cartoon humor was appearing in advertising and even instructional projects, and pamphlets occasionally contained cartoons. But the flow was never steady, and the comic book or booklet of eight to 52 pages was unheard of.

Use of cartoon humor varied through the years, but always its total increased until, about twenty-five years ago, the world was aware of a full-fledged "new" medium, the "special-purpose" comic book.

Man has always used the cartoon to express his messages or views or history. Ages ago man discovered the values of this hard-hitting, moving, freighted-with-meaning medium. He saw in it a highly distilled, tremendously potent condensation of the recognizable general truths of life. Prehistoric drawings of animal life on the wall of a cave, clay tablets telling of the Trojan Wars (actually, continuity cartoons), the Episodic Narratives, unnumbered other examples through the various ages of papyrus, mosaics, tapestries, bas-reliefs, murals, ancient pottery . . . all these embodied cartooning, man's way of telling a story vividly in pictures.

So packed with condensed presentation the cartoon, that, although physi-

**Blondie* proved that the comic book can educate the masses, on even such an abstraction as psychiatry. Produced in collaboration with Newton Bigelow, M.D., commissioner of the New York State Department of Mental Hygiene, hundreds of thousands of copies were printed and distributed through state agencies, at county fairs, and other gatherings, as well as through the mails. Its success contributed a new chapter to the performance story of comic books. (See adjacent cuts.)



cally static, it may be said to be in motion a highly specialized art, it suggests movement, evokes hordes of other images, tells a story. It tells not of a man but of *men*; not of a wedding or a picnic or a fear or an appetite but of weddings, picnics, fears, appetites in *general*. Employing a tremendously painstaking, exacting art of its own, the cartoon "hits home" to everyone because its topic and situation are grasped at once by all who view it. Unlike literal illustration, the cartoon employs exaggerated measurements and actions and values, and presents not only truth but universal, recognizable, appreciable truth is transformed by the cartoon into universal appeal, and thus the success of the cartoon is accounted for. What this means to a sponsor is obvious.

4. What is the general history of comic books in this field?

The "funnies" have been in business many years. Through fifty years, from the beginnings of *The Newlyweds* (later *Bringing Up Father*), by King Features Syndicate's genius of human-interest appeal, George McManus; *Little Jimmy*, by Swinnerton, Oppen's *Happy Hooligan*, and others, the cartoon has been consistently a public relations medium—a circulation builder from the start. Today substantial numbers of readers switch from one newspaper to another if their favorite cartoon changes publishers.

Circulation building can be called the cartoon comic's original business.

5. How does one go about getting out a comic book for such a special purpose?

The answer can be terse: See an expert. Inexpert planning with its fretting and stewing is a poor investment when all your labors may be in the wrong direction. An expert in the special-pur-

pose comic book field can tell you what can be done and what can not or should not be done. I know of no project that will not be bettered when backed by a special-purpose comic book gotten out by an expert.

6. When is an expert needed?

An expert is needed immediately when you begin considering comic books for your purpose and until the job is finished and distributed.

7. Where does one find an expert?

Consult classified telephone directories of chief cities; write a letter to one of the sponsors listed in this article; get in touch with the publisher or the printer of any of the comic books already mentioned—these and other obvious approaches will lead to an expert.

8. How much range should be allowed the expert?

Full range and scope, within his specialized field should be ceded to the comic-book expert. The whole project should be placed in his hands. Successful cartooning requires meticulous care in the avoidance of details that might offend or even be misinterpreted as offensive—in matters of taste, decor, race, creed, age, sex, law, morals and so forth. Your expert—and no one else—can steer the safe course here. A well-meant, apparently harmless insert by a staff artist or an executive could play havoc with the whole book.

A good rule to remember is that although the average sponsor or executive is a truly capable critic, he may not be capable of criticizing his own endeavors. Truer words were never uttered than "Science is fleeting; art is long!"

Leave all the technical details entirely in the hands of your expert.

9. What about securing paper for the printing of comic books?

Again consult your expert. Pay no attention to negative mutterings and head-waggings over scarcity, impossibility and the like. If you want to distribute a comic book, the expert will know where you can get paper or he himself may have a definite contract for paper. In any case he can help you secure the paper you need.

10. What about channels of distribution?

Particular types of comic books call for particular methods of distribution. For instance, General Electric mails its Social and Science series to public schools. Spalding's *Running the Bases* (instructional) is sold at a modest price at Spalding sport stores. Letters from teachers are still keeping King Features Syndicate busy supplying the demand for *Dagwood Splits the Atom*, released months ago. Ford Motors' Story series (steel, mass production, mass assembly and glass, written and arranged by Francis Kolars, Hunter College journalism instructor) were distributed throughout Detroit's high schools. Some comic books are distributed in response to "write-in" requests. Home-delivery giveaways distribute others.

Upon his knowledge of trends, past performance, "flood release" and long-pull methods, your expert will advise which method is logically best suited for the book you are considering.

11. What are some primary rules for the use of comic books in public relations?

Keep in mind that a comic book or pamphlet under four pages and/or below a press run of 250,000 would not be profitable in proportion or expenditure of time and money. Remembering the complexity of cartooning, respect your expert's professional ideas and his balanced creations. • •



Copr. 1950 King Features Syndicate

Baseball for boys

Browning King's contest encourages sportsmanship

By Constance Hope

Public Relations Consultant

THE FOUR BROWNING KING metropolitan stores have Boys' Departments in Brooklyn, and Newark, New Jersey. Each year, they promote these two departments by staging a big event that will bring young customers and their parents into the departments. Last year, they conducted a Hopalong Cassidy promotion.

This year, it was decided to direct the attention of boys from seven to 15 to sports—taking their minds off the undesirable elements in big city life and turning them in the direction of wholesome, outdoor activities and fine sportsmanship. This decision was reached at a conference of Browning King executives and their public relations consultants, the Constance Hope organization.

And from this point on, there began the "story behind the story" of the Baseball Booster Contest, which Browning King recently conducted with outstanding success—generating good-will among its youthful customers and their parents, and also serving as an excellent vehicle for public relations and sales promotion.

Just at the point when executives of the men's wear chain had decided upon a sports promotion project, plans for organizing the American Baseball Academy were announced in the press.

This Baseball Academy was established for the purpose of aiding the community in the problems of youth and also teaching professional baseball to boys by such outstanding baseball stars as Phil Rizzuto, Monte Irvin and others. It seemed a natural to combine Browning King's effort with the Academy's since the goal was the same. Financial support was offered to the Academy, which was warmly accepted by Phil Rizzuto, president of the ABA and his co-director, the vice president, Malcolm Child. In return, they gave their cooperation by getting certain baseball players, including Ed Lopat, Monte Irvin and others to act as judges. They also helped to get the teams to

autograph the bats, balls and mitts given as prizes.

A plan was worked out whereby Browning King would make a donation for each boy who entered the contest, with a minimum figure of \$500. This plan was presented at an ABA luncheon on September 5th, with Mayor Vincent Impellitteri of New York a guest of honor.

Entry blanks were placed in all departments in the four Browning King stores for distribution to customers and were also sent to the press with news releases on August 24th. Special window displays were installed in the Brooklyn and Newark stores during the contest period which featured old baseball memorabilia obtained from Spalding & Co., autographed baseballs, bats and mitts and the book, *How To Play Big League Baseball*. Window and elevator cards also announced the prizes.

Early in September, Buster Crabbe, television favorite, champion swimmer and cowboy, was engaged to open the newly decorated Boys' Department in the Brooklyn store and to make the official announcement of the contest. More than 1000 boys and their parents came to the opening of the department and received entry blanks which contained the rules for participation.

Contestants were asked to state in 25 words why they were fans of the Yankees, Giants or Dodgers and also to attach photos of themselves, stating which "big league" player they thought they most resembled, either in appearance or in stance. (Pitch, bat or catch.) Closing date was September 25th and preliminary judging took place on September 27th by officials of the ABA and executives of the Browning King store.

Browning King, and the judges as well, looked over the completed entry blanks and were delighted to note the emphasis placed by the young contestants on the "spirit of fair play," good sportsmanship, and trained technique of their favorite teams.

Every youngster who entered the contest gave good reason to believe that he was first of all a baseball fan in general and an admirer of some specific player whom he wished to emulate, even if he could claim no resemblance to him. There was no color line drawn. White boys claimed admiration and resemblance to colored players in pitch, stance or catch and colored boys were as ready in claiming resemblance to white players whom they admired.

At the final judging, which took place in the Browning King Brooklyn store, October 1st, several hundred boys and their parents crowded into the Boys' Department to witness the awarding of prizes to the 30 happy winners.

Awards were presented to the boys who most closely resembled well-known baseball players on the three metropolitan New York teams. The presentations were made by a group of the judges including baseball idols Phil Rizzuto and Ed Lopat, Tex and Jim McCrary of radio and television fame, Malcolm Child, vice-president of the American Baseball Academy, and Charles Hilton, president of Browning King's metropolitan stores.

The winning boys came from Brooklyn, New York City, Newark and other parts of New Jersey, Westchester, Long Island and Staten Island.

Sales-wise, it is difficult to estimate how much of the increase in business in the Boys' Departments over this period of time devoted to the contest resulted from the contest. There was no merchandise directly connected with the project—no baseball suits, caps or equipment—but some of the young guests who came to the party proudly pointed to their clothes as having come from Browning King.

Out of this contest a Browning King Boys' Club is developing. All who become members will be given T shirts inscribed with the Browning King shield and name.

From the standpoint of public relations, we consider the contest a real success. Many parents who attended the award party have written fine letters of appreciation to Mr. Hilton, thanking him for making it possible for their boys to compete in the contest and also expressing appreciation of his public spirit and humanitarian efforts.

We are looking forward with great interest to another contest of this same sort next year. With the nucleus group from the Baseball Booster Contest and the Boys' Club, it should have an even greater success. ● ●

HOW WE DID IT —

How the Grapette Company makes use of magic in its public relations program

By William E. Mankin

Public Relations Director
The Grapette Company, Inc.



The magicians and their "home away from home." The trailer is parked on arrival in a community and the car is used for making local appearances. All the magic equipment and stage properties are carried in the car.

WHAT WOULD YOU GIVE for more than 700,000 *personal* impressions on consumers of your products or services? The price to us per impression was less than the cost of a three-cent postage stamp. How? We did it with magic!

Since January 1, 1949, prestidigitator Phil Huckabee, master of sleight-of-hand and hocus-pocus, has made more than 1,400 appearances before more than 700,000 public school students in assembly programs. Huckabee is the central figure in a public relations program being conducted by The Grapette Company, Inc.

Following his appearance in a series of thirteen Grapette motion picture advertising playlets in 1948, Mr. Huckabee became widely known as The Grapette Magician. Having observed the young man carefully, and admired his technique and clever chatter, I became intrigued with the idea of using him full-time in a PR program. The idea had such promise that there was little difficulty involved in selling it to B. T. Fooks, company president.

Briefly, my idea was to retain Huckabee for appearances before school groups in assembly programs. Many schools are finding it difficult to pay for

assembly programs and are eager for good clean entertainment for the students. After a few test programs, the reaction convinced me that we had an excellent PR medium.

When The Huckabees, Phil and his wife Hazel, embarked on their career with Grapette, little planning had been done to pave the way for his arrival in a market served by one of our bottlers. Although advised of their coming, bottlers usually had little accomplished on a schedule of performances in local schools. After arriving in the territory, Mr. Huckabee found it necessary to book all of his own appearances, wasting much precious time in the one to two weeks he would remain in the area.

At the end of the school term in June 1949, we could point with pride to the scores of performances given in spite of our rather haphazard manner of handling the magic program. The most valuable return from our initial investment in magic was the experience gained, permitting us to plan with much more diligence and exactitude our work in the following school year.

During the 1949-50 school year, The Huckabees presented 703 shows before more than 260,000 public school stu-

dents. Last year, during the 1950-51 school term, The Huckabees again posted 703 appearances in school assembly programs, plus 10 special performances at the East Texas State Fair. During the year they played before more than 400,000 people!

The wholesome entertainment developed by Mr. Huckabee has proven popular with school officials; but of much greater importance, with school children. Hundreds of public school superintendents and principals, have had the problem of student assembly programs solved for them. Huckabee's magic program is pure entertainment with little commercialization. One of our most difficult problems has been overcoming the antipathy of school officials toward programs that possess the faintest suggestion of advertising.

Each school program is presented under the auspices of the local Grapette bottler without cost to the school or the bottler. All expense of the program is borne by The Grapette Company. The Huckabees put on a fast moving 30-minute program usually enlivened by student participation. The Huckabees have given as many as 31 such performances in a single week. Last winter in Oklahoma City they gave eight such shows in a single day! In addition to his performances before student groups, Huckabee makes special appearances in hospitals, churches, and before civic groups.

Magic book distributed

Following his 30-minute program, Huckabee distributes a special *Grapette Magic Book* to the students from which certain magic tricks, sets, and puzzles may be ordered. These books are distributed with the approval of school officials. Coupons included in the *Grapette Magic Books* can be mailed to The Grapette Company for membership cards and certificates in "The Grapette Magic Club."

Although our present method of arranging an itinerary for The Huckabees, and a schedule of appearances, is not entirely foolproof, it does work with considerable satisfaction. After arranging a tentative itinerary for the school year we contact the Grapette bottlers included on the itinerary, offering them the services of The Grapette Magician and designating a specific week during which The Huckabees can be in the territory. These letters go out weeks, often months, in advance.

An illustrated brochure accompanies the letter to the bottler explaining the program. After the bottler has accepted



Student volunteers are used in the magic acts. The only mention of the sponsor comes from the stage "props," as shown.

the program, he is requested to submit a list of schools in which he wishes the magician to appear. After a list of schools is received, a letter is written to each school principal offering him the program. A copy of the illustrated brochure is sent to the principal. The bottler is sent a copy of the letter written to the school principals in his territory together with a "booking" form. The bottler is requested to follow up the school letters by calling on each principal to arrange a specific day and hour for a performance by the magician. Specific instructions are given the bottler regarding the arrangements and how they should be made.

The week prior to the arrival of the magician in a territory, the bottler is written again reminding him that the magician will be with him beginning on Monday morning. He is requested to seek publicity in local papers and over

local radio stations. A suggested newspaper article is attached to the letter.

After The Grapette Magician has made his appearance in a specific school, he makes a record of the number of students present for the performance and how many magic books were distributed to the students. At the end of each week, the magician files a report showing the total number of performances given in the week and the number of students before whom he has played. Following the receipt of this report, a letter is mailed to each school principal in whose school a performance has been given requesting comments on the show. Hundreds of highly commendatory letters have been received from school officials. Many such letters of commendation are received prior to our request for such comments.

Students who receive copies of the *Grapette Magic Book* are urged to mail

in their coupons for membership cards and certificates in "The Grapette Magic Club." Literally hundreds of certificates and cards have been issued and local Grapette Magic Clubs have been organized by interested youngsters. Mothers have written the company indicating that their children have found a vacation interest in Grapette magic activities. This indirect return from the magic program is of considerable importance in itself.

We who have been close to this magic program feel it to be unique in the beverage industry—perhaps in American business. It is commended by educators, public school officials, and student groups. The results of our program have been most satisfying and an immeasurable amount of goodwill has been engendered. Our magic program has reached several segments of our "public." We have made our customers (bottlers) happy; retail dealers have reacted favorably; and consumers have been pleased; the consumers, of course, being the students and faculty members privileged to witness one of our shows.

Mr. Huckabee has become the envy of his profession. We have had applications from numerous magicians who wish to participate in our program. Publications reaching the magicians of the world have been lavish in the praise of our program and very generous with publicity.

Now the question has been raised, "How much Grapette does the program sell?" Our next step will be to take the program out of the field of pure public relations and make it into a merchandising plan. It is my belief that we will effectively create a combination public relations-merchandising program that will remain unselfish and non-commercial in essence, but tied in with sales producing efforts.

Whatever the future of our program might be, we are convinced that there's magic in pleasing people. • •

Work, save, vote and pray (Continued from page 13)

but have promised to lend their own assistance and the assistance of their companies in establishing this symbol.

Outside of the business field many state and national leaders have spoken favorably of the program.

Newspapers and trade publications from such widely separated points as New York and Los Angeles have devoted their columns to the slogan and symbol.

We are building the national back-drop, but we feel that this program cannot be truly successful without the active cooperation and help of others. That is why we are making available to businesses everywhere the use of the symbol "Work, Save, Vote and Pray to Make America Strong" without strings attached.

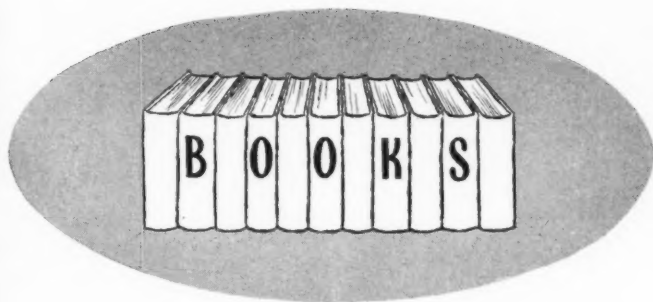
Now I must admit in all frankness that the Texas and Pacific Railway has a selfish interest.

We believe that if our own railroad is

to survive as a free enterprise; if the free enterprise system is to survive, our country must return to the basic principles which have been handed down by the founders.

We want our children and the children everywhere in the United States to enjoy the benefits that we have enjoyed, the benefits which our fathers enjoyed, and we are willing to spend our money today as an investment in tomorrow.

It is our conviction that we are wisely selfish. • •



NEW WAYS TO BETTER MEETINGS

Reviewed by Homer N. Calver, Secretary,
Public Relations Committee, Paper Cup
and Container Institute, Inc.

NEW WAYS TO BETTER MEETINGS, by Bert
and Frances Strauss, Viking Press, New
York. 171 pp. \$2.95.

Public relations practice has come to
rely so largely on the printed word and
other mass media that we have tended
to overlook the value of personal con-
tact in meetings where people can get
together, exchange views and do a little
group thinking and planning.

This may be due in part to the fact
that the meeting technique has been
hamstrung for decades by Robert's
Rules of Order. Necessary as some such
rules may be for the dispatch of parlia-
mentary business, in law-making and
some directing bodies, they are exas-
perating impediments to democratic
group action in other contexts. Parlia-
mentary tricks may be successful in car-
rying or preventing an action, but they
are not likely to leave a satisfied audi-
ence or tap the intellectual and spiritual
resources of a group gathered together
to find the solution to a problem of
mutual concern.

This book tells how to get things done
in meetings where legalistic procedures
are unnecessary.

The revolt which has been bubbling
in the last few years against the methods
of the old-fashioned meeting has com-
petent spokesmen in Mr. and Mrs.
Strauss. Their new book is done with a
light touch and pointed illustrations. For
all those who have to participate in meet-
ings as a chairman or a member, it is a
splendid handbook of specific instruc-
tion. It tells how to deal with the nu-
isance types which they pigeon-hole as

the "hair-splitter," the "explorer," the
"talker," the "fence-sitter," the "superior-
being," the "doubting Thomas," the
"wisecracker," "dominator," "manipu-
lator," "blocker," the "distractor" and the
"pigeon-holer." If the techniques which
they describe become universal, we will
have to face with regret the passing of
the Southern orator who, in dulcet tones,
magically creates a lovely euphoria for
his listeners. And at the same time we
may have to forego also the harsh stimu-
lation of the demagogue, who everyone
agrees made a wonderful speech, but no
one can tell you what he said.

New Ways to Better Meetings gives
specific instructions for large and small
meetings and the working conference,
and it touches on the physical problems
of the meeting atmosphere. It includes
a chapter on the technique of role-play-
ing, now being used in some industries
in training programs and otherwise. Mr.
Strauss is a Management Engineer, but
unfortunately most of the book's exam-
ples are not drawn from the field of In-
dustrial Management. This is a "how-to"
book. It tells how to use the new find-
ings on group behavior, how to make
your meetings, committees or confer-
ences produce more effectively, how to
enlist interest and cooperation.

As with most handbooks, there is no
discussion of the research or philosophy
on which the categorical instructions are
based. Without this background the
meeting artisan may find himself in diffi-
culty when situations arise which do not
fit the sample patterns.

A particularly useful part of the book
is the appendix which outlines a train-
ing plan for conference teams. The book
would have been helped with another
chapter or two defining and describing

other modern meeting techniques, such
as the panel and the clinic, with a discus-
sion of the values of each type of meet-
ing for different purposes.

For any public relations practitioner
who has to deal with groups, and there
are few who do not at one time or an-
other, *New Ways to Better Meetings* is
an essential part of the working library.

SOME THEORY OF SAMPLING

Reviewed by Albert D. Freiberg, Vice Presi-
dent in Charge of Market Research, and
Willard R. Simmons, Sampling Consultant,
The Psychological Corporation.

SOME THEORY OF SAMPLING, by William
Edwards Deming, John Wiley and Sons,
Inc. 602 pp. \$9.00.

For some years students as well as
persons engaged in statistical work have
keenly felt the need for a comprehensive
treatment of sampling theory and pro-
cedure. Until last year, almost nothing
was available to serve this purpose. Al-
though many excellent works could be
found in the more general field of mathe-
matical statistics, discussions of special
aspects of sampling theory were to be
discovered piecemeal only in the Jour-
nals. To be sure, *A Chapter in Popula-
tion Sampling*, Bureau of the Census,
U. S. Department of Commerce, Wash-
ington, D. C.; U. S. Government Print-
ing Office, provided an excellent source
for those technically qualified and pri-
marily interested in this particular de-
sign. More recently, Professor Yates'
book, *Sampling Methods of Censuses
and Surveys*, New York: Hafner Publish-
ing Company, 1949, became a welcome
addition to a neglected field. No previous
work, however, has attempted to assem-
ble into one volume the theoretical de-
velopments in the field of sampling. In
organizing the material, it was necessary
to fill in many gaps in the theory which
had not appeared in print before.

Throughout the book, *Some Theory of
Sampling*, the author has skillfully re-
lated theory to practice. The "remarks,"
"notes," and "exercises" point out many
useful implications of the theory which
would otherwise be missed. The treat-
ment of theory is on a high plane more
likely to appeal to the student with con-
siderable technical training. On the other
hand, the clear and lucid explanation of
involved subjects will doubtless give re-
search practitioners unfamiliar with
mathematics a better understanding of
problems of sampling and estimation. • •

NEWS IN VIEW



Annual Conference Committee Chairman—Conger Reynolds.



Wednesday morning session on Economic Education—Guy J. Berghoff, presiding.



Annual Dinner speaker, C. Hamilton Moses—"Public Relations in action."



ANNUAL CONFERENCE

"The Public Relations Society of America returns to the scene of its first Conference this month when the Fourth Annual Conference is held at Chicago's Edgewater Beach Hotel, November 18-21.

This year's meeting will be one of the largest and most important PR conferences ever held . . . the scope of the program and the size of the meeting well illustrate the growth and importance of PRSA and public relations . . ."



Monday morning "How to Measure Results"—Henry C. Link, left, and Claude E. Robinson—two of the panel participants.



Monday afternoon session will include five concurrent group meetings. Presiding at the special PR discussion sessions (l. to r.) are: Homer N. Calver—for Associations; G. Edward Pendray—for PR Counseling Firms; George A. Pettitt—for Teaching of PR; Horace C. Renegar—for Service Agencies; and John W. Vance—for Business and Industry.

Pach Bros., Erich Kasten



NEWS SECTION

NOVEMBER, 1951

Annual Conference plans finalized

Fourth Annual PRSA Conference, Chicago, November 18-21, includes many panel discussions; group meetings; audience participation programs

The Public Relations Society of America returns to the scene of its first meeting this month when the Fourth Annual PRSA Conference is held at Chicago's Edgewater Beach Hotel November 18-21.

This year's meeting will be one of the largest and most important public relations conferences ever held with some 500 practitioners of the PR art scheduled to attend. The scope of the program and the size of the meeting well illustrate the growth and importance of PRSA and public relations.

A 100-member PRSA committee, hard at work for months is busy with last minute details so as to be ready with an outstanding program for the "army" of guests, which includes members, non-members and staff associates.

The speakers' list reads like a public relations "Who's Who;" nearly every aspect of public relations will be covered in panel discussions; the entertainment committee will have the answers on where to go and what to do to have a good time in Chicago during off-hours from the Conference; and wives and other women guests will be entertained at special programs.

An important follow-up to the Con-

ference will be a panel discussion on public relations on the Northwestern University Reviewing Stand Broadcast.* This will be Sunday, November 25, with several noted speakers—not as yet selected—scheduled to appear.

The Conference officially will get underway at 10 A.M. Sunday, November 18, with a meeting of the 1951 Board of Directors. It will adjourn at 2:30 P.M. Wednesday, November 21, following a luncheon and address by a well-known speaker.

And here are a few highlights which will be packed in between the opening and closing of the Conference:

Registration will be at 2 P.M. November 18, followed by a cocktail party and get-together at 5 P.M. Registration will continue at 8:30 A.M. Monday, and the exhibits will open at 9 A.M.

The opening session is scheduled for 9:30 A.M. Monday, with Conger Reynolds of Chicago, Director of Public Relations for Standard Oil Company (Indiana) and Convention Committee Chairman, presiding. Welcoming address will be given by George C. Reiting, Director of Public Relations for Swift & Company and President of PRSA's Chicago Chapter.

The Monday morning session on Relations of Man to Man will be presided over by William E. Austin, Public Relations Director, Dominion Brewers Association, Ottawa, Ontario, and PRSA regional Vice President. Albert C. Van Dusen, Associate Professor of Psychology at Northwestern University, will speak on "What Makes People Tick."

*Over Mutual Broadcasting System and Don Lee Network, 10:30 to 11:00 A.M. CST.



Tuesday afternoon "What Would You Do?" session in which actual PR problems will be presented for discussion — Dan J. Forrestal, presiding.

Milton Fairman, Director of Public Relations for The Borden Company in New York and PRSA President, will speak at the 12:30 P.M. luncheon Monday on "Making a New Place in the Sun." William G. Werner, Public Relations Manager for Procter & Gamble in Cincinnati and PRSA regional Vice President, will preside.

John W. Vance, Assistant Director of Public Relations for International Harvester of Chicago, will preside over an afternoon series of other important talks for business and industry, including:

Robert W. Sedam, Assistant Vice President of the American Telephone & Telegraph Company in New York, on "The Public Relations Function and Top Management"; Edward C. Logelin, Jr., Public Relations Director of U. S. Steel Corp. Subsidiaries, Chicago, on "Relations With the Manufacturing and Industrial Relations Groups"; William A. Durbin, Director of Public Relations, Burroughs Adding Machine Company, Detroit, on "Relations With The Sales, Accounting and Law Departments."

Presiding at the talks Monday afternoon for public relations counseling firms will be G. Edward Pendray, Senior Partner, Pendray & Company of New York.

Speakers will be: James P. Selvage, Partner, Selvage & Lee of New York

(Continued on page 24)



Tuesday afternoon panel discussion on "Getting Additional Dividends Out of Communications Techniques" — John L. Mortimer, presiding.

Annual Conference

(Continued from page 23)

on "Intra-Organizational Problems"; Melva A. Chesrown, Vice President, Fred Eldean Organization, Inc., New York on "Salaries"; Theodore R. Sills, President, Theodore R. Sills & Company, Chicago, on "Solicitation of New Business"; Pendleton Dudley, Senior Partner, Dudley, Anderson and Yutzy, New York, on "Fees and/or Time Charges"; Marvin Murphy, Vice President and Director of Public Relations Department, N. W. Ayer & Son, Inc., New York, on "Client and PR Firm Relationship"; William H. Baldwin, Partner, Baldwin and Mermey, New York, on "Counsellors Versus PR Departments."

The session for service agencies will be presided over by Horace C. Renegar,

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Monday morning session on "Relations of Man to Man" — William E. Austin (left) presiding; Albert C. Van Dusen will speak on "What Makes People Tick."

Director of Public Relations, Tulane University, and PRSA regional Vice President. Speakers will be Thomas A. Conser, Chicago public relations consultant, on "Developing a Long-Term Public Relations Program" and Robert E. Coburn, Associate Executive Director, Chicago Community Fund, on "Developing a Short-Term Public Relations Program."

George A. Pettitt, Assistant to the President, University of California, Berkeley, will preside at panel discussions for teaching of public relations.

Monday afternoon sessions for associations will be presided over by Homer N. Calver, Secretary, Public Relations Committee, Paper Cup & Container Institute, Inc., New York, and PRSA regional Vice President. Among speakers scheduled are Vernon E. Schwaegerle, American Meat Institute of Chicago on "Getting and Weighing Opinions as a Basis for an Association Public Relations Program"; Clark Belden, Managing Director, The New England Gas Association of Boston on "Formulating the Program Speaker."

At 8 P.M. Monday there will be a showing of new developments in motion pictures and other visual materials. Nathan E. Jacobs, President of Bozell & Jacobs, Inc., of Chicago will be chairman.

The business session—for PRSA members only—will be held at 9:30 Tuesday morning, with President Fairman and Vice President Ed Lipscomb presiding. Reports on all committee activities will be presented at that time.

The 2 P.M. session on communications will be presided over by John L. Mortimer, Director of Public Relations for U. S. Steel Corp. in Dallas and PRSA regional Vice President.

An interesting Tuesday afternoon session will be the presentation of actual public relations problems for discussion by a panel, with audience participation.

Dan J. Forrestal, Assistant Director of Public Relations, Monsanto Chemical Company, St. Louis, will preside.

There will be a 6 P.M. cocktail party on Tuesday, followed by the annual dinner. President Fairman will preside at the dinner, and G. Hamilton Moses, President of the Arkansas Power and Light Company, Little Rock, Arkansas, will speak on "Public Relations in Action."

A general session on economic education will begin at 9:30 A.M. Wednesday. Guy J. Berghoff, Director of Public Relations, Pittsburgh Plate Glass Company, Pittsburgh, and regional PRSA Vice President, will preside. Robert K. Burns, Professor of Industrial Relations and Executive Officer of the Industrial Relations Center, University of Chicago, will talk on "Explorations in Economic Education." Cyril W. Plattes then will introduce a classroom dramatization of the General Mills school program "Teaching the Meaning of Freedom." A panel discussion on economic education, with audience participation, will follow.

Vice President Lipscomb will preside over the final luncheon at 12:30 P.M. Wednesday, Edward Paloyan of Chicago will speak on "Thanks for American Freedom," followed by the main speaker, to be announced later.

Spread throughout the program will be numerous other group meetings and panel discussions.

"There are no words of praise that can describe the work of our committees in making arrangements for the meeting," Chairman Reynolds said. "After long hours of work we have, I believe, lined up an outstanding program—one which is in tune with the thinking and activities of every member and non-member who will attend."

Reynolds gave particular praise to George M. Crowson, Program Committee Chairman, who obtained and scheduled the many speakers and panel discussions. • •

HOTEL RESERVATIONS

The official PRSA Conference hotel is the Edgewater Beach. Please make room reservations direct to hotel, mentioning PRSA Annual Conference in your request.

CONFERENCE REGISTRATIONS

All Annual Conference registrations and checks should be sent (fast mail) to: Public Relations Society of America, 525 Lexington Avenue, New York City 17.

PEOPLE

(●) indicates PRSA members

C. Richard Evans ● has been named Vice President of Radio Service Corporation of Utah, owners of stations KSL and KSL-TV, CBS system affiliates. He remains General Manager of both stations.

Mrs. Denny Prager Griswold ● Publisher and Editor of *Public Relations News*, independent PR weekly newsletter, was married in New York, September 24, 1951, to J. Langdon Sullivan, Boston investment banker.

Ralph C. Champlin ● since 1939 Director of Public Relations of the Ethyl Corporation, has been named to the newly created post of Vice President in charge of Public Relations, The Pennsylvania Railroad, by that company's Board of Directors September 28, 1951.



Pach Bros.

Ralph C. Champlin

Marion Law, Jr. ● has resigned as Public Relations Director of Colman, Prentiss & Varley to rejoin J. W. Milford ● & Co., Inc., New York, as Vice President. Mr. Law is presently in England directing the promotion of the International Motor Show in London.

Financial World (Weston Smith ● Ex-

ecutive Vice President in Charge of PR) will hold its 7th Annual Report Awards Banquet October 29 at New York's Hotel Statler.

Gordon L. Gilmore ● Director of Public Relations for Trans World Airlines for the past three years, was elected Vice President of Public Relations at a meeting of the TWA Board of Directors in New York September 27, 1951.



Jean Roeburn

Gordon L. Gilmore

At the 42nd Annual Meeting of the Association of National Advertisers held in New York September 24, **William H. Collins ●** Director of Advertising and Public Relations, Dravo Corp., Pittsburgh, was elected a Director for a 3-year term. Members of the 1951 Board of the organization include **Guy J. Berghoff ●** Director of Public Relations, Pittsburgh Plate Glass Company; **Frederick Bowes, Jr. ●** Director of Public Relations and Advertising, Pitney-Bowes, Inc.

Harriet W. Sabine ● for the past six years Director of Consumer Information for the Can Manufacturers Institute, has joined the executive staff of Flanley & Woodward (**Mabel G. Flanley ● Sally Woodward ●**) New York. During World War II, Mrs. Sabine was stationed at South East Asia Command Headquarters, Kandy, Ceylon, with the Office of Strategic Services. From 1936-44 she was with the Milk Industry Foundation, New York.



Egan

At the New England Chapter's September meeting Bertrand Klass, Boston University psychologist, discussed "Attitudes and How They Can Be Changed." Shown (seated, left to right) Paul A. Newsome, Thomas Holton Hoare, Clark Belden and Donald B. McCammond. (Standing, L. to R.) Virgil L. Rankin, Mr. Klass, Wesley F. Pratzner, Howard S. Curtis, Howard Le Sourd and Ten Eyck Lansing. All are chapter members except the guest speaker.

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Chapter news notes

COLUMBUS CHAPTER

Ingredients of good community relations were defined in terms of five basic elements by **John A. Jones**, Director of Publications and Publicity, Weirton Steel Corp., Weirton, W. Va., at the first fall meeting of the Columbus Chapter, September 20.

The basic elements, Mr. Jones said, are: (1) the forward look, (2) holding a steady course, (3) the buoyant spirit, (4) the ingenious mind, (5) the strengthening hand and a certain righteousness.

"To establish good community relations the first step is for the company to act in community welfare and show a deep and sincere appreciation of industry's obligation to society," Mr. Jones said. "The second step is to reap the full advantage of responsible community action. To do this the public must be aware of it."

"The story must be told quietly but effectively through established channels of information. I work in the sincere belief that a community has a right to know what the policies and actions of a company are—and they have a right to know in writing."

Mr. Jones, who directs publication of the *Weirton Employees Bulletin*, said that Weirton Steel, with 13,500 employees and a payroll of over \$1,000,000 per week, has not had a strike in 18

years. In that time, when strikes were the rule rather than the exception, not a single man has walked off the job nor have there been other stoppages of any kind.

Mr. Jones said that although the company lives in a friendly atmosphere of community fellowship, "we must always be on guard against slipping into paternalism—the curse of community relations. We never want to dominate. We only want to prove ourselves a good citizen."

To do this, he said, a company must:

1. Be a good contributor to the community welfare, a regular participant in community activities.
2. Do a good safety job in the mills and provide adequate medical service.
3. Contribute to local economic stability by buying material, equipment and supplies from local businessmen.
4. Give employees security.

"We get a lot of help in our community relations," Mr. Jones said. "Almost every employee is a participant. I have always said that if you give people the facts they can come up with their own superlatives—and the result is not just a team but literally an army of public relations people. People like to believe their company is the best, and that the boss is a great guy."

New PRSA Chapter chartered



Charter was granted to the Northeastern Ohio Chapter, PRSA, by the Society's Board of Directors, meeting at Rye, New York, September 21. Officers of the new chapter include (left to right): **Secretary-Treasurer—Miss Ann E. Stevenson**, Assistant to Vice President—Public Relations, Chesapeake and Ohio Railway Company; **President—Frank A. Uniack**, Director of Advertising and Public Relations, Cleveland Diesel Engine Division, General Motors Corp.; **Vice President—Edmond C. Powers**, Griswold-Eshleman Company; **Chapter Representative to PRSA Board of Directors—Paul L. Eden**, Associate, Hill & Knowlton—all officers are from Cleveland.

DETROIT CHAPTER

Dreams came true for the committee responsible for the Michigan Public Relations Rally on October 9 when the size of the audiences and the success of the affair exceeded all expectations.

More than 350 people, twice the expected number, attended the three panel discussions in the afternoon, and a good 400 came to the reception and dinner meeting in the evening.

Milton Fairman, PRSA President, and **John S. Coleman**, President of Burroughs Adding Machine Company, both gave fine talks during the evening program which was smoothly toastmastered by **Toby Wiant**, Detroit Chapter Prexy.

Roy H. Kurtz, Program Committee Chairman, who master-minded the entire affair, was given high praise by Mr. Wiant and a well-deserved hand by the audience.

At the speakers' table, in addition to Mr. Fairman and Mr. Coleman and Chapter officers, were such prominent Detroit figures as the **Very Reverend Celestin J. Steiner**, President of the University of Detroit, **Ben R. Marsh** and **John A. Greene**, Board Chairman and President respectively of Michigan Bell Telephone Company, **Howard P. Parrshall**, President, Commonwealth Bank, **Charles H. Hewitt**, Executive Vice President, Detroit Bank, **Jay Runkle**, General Manager of Crowley Milner Company, one of Detroit's largest department stores, **William E. Stirton**, Assistant to the President, Wayne University, **Fred J. Madel**, President, Michigan Milk Division of the Borden Company, and **John P. St. Clair**, representative of *Time* and *Life* magazines and President of the Adcraft Club.

The afternoon session of this one-day rally sponsored by the Detroit Chapter presented panel discussions on press relations, community relations and educational relations. Each of the three panels had a chairman and four panel members made up of representatives of Detroit's leading industries. All members of each panel group gave five-minute talks on their companies' current PR activities, after which the subjects were open to questions from the audience.

Mr. Fairman, the Rally's principal speaker, told his audience that if the public relations profession is to serve its clients practically and well, then the practitioners must get their feet on the ground, keep their perspective and not be too concerned with immediate recog-

(Continued on page 27)

Chapter news

(Continued from page 26)

nition, improve their techniques by keeping pace with new developments in the field, and by uniting and using the professional society as an aid in being better practitioners.

In discussing the progress of the PRSA and the success of the PUBLIC RELATIONS JOURNAL, Mr. Fairman promised the adoption in the near future of "machinery to enforce a code of ethics" in the public relations profession.

"The future is secure for public relations," Mr. Fairman stated, "and our only problem is living up to what is expected of us."

Mr. Coleman told the Rally that the greatest part of PR responsibility rests with top management and that "to have good relations with the public is primarily a matter of deserving them."

"If we are to maintain good relationships with men," Mr. Coleman continued, "we can do no less than to serve them well and let them know we are doing it. That, in a very broad sense, is the corporation's reason for existence."

"The public relations man should be the voice of the people, interpreting the problems and needs of the public to the corporation as faithfully as he interprets the corporation to the public."

A special feature of the evening program was the announcement of winners of an essay contest sponsored by the Chapter in conjunction with the Rally.

Students from Wayne University, the University of Detroit, Marygrove College and Mercy College participated in

the contest which had as its subject, "Why I Am Interested in Public Relations."

NEW YORK CHAPTER

Members of the New York Chapter, PRSA, responded enthusiastically and in big numbers to the first of a series of Luncheon Seminars on PR practices held on October 10, at the New Weston Hotel, New York.

Subject of the meeting was, "How Does Public Relations Report to the Client?"

Three Chapter members presented papers outlining the reporting approaches used by their different firms and this was followed by a lively discussion period open to questions and debate.

Richard A. Aszling, Assistant Public Relations Director of The Borden Company, presented the corporate PR staff approach. Harvey Matthews of the Earl Newsom Company gave the outside PR counsel approach. And Henry H. Urrows, Public Relations Director of Harold L. Oram, Inc., handled the public service PR association approach.

(Continued on page 29)



"The committee will review the project"

Most jobs in business, thank Heaven, are done by qualified specialists.

But when we are called in to help some company think up a printed piece, we sometimes find everybody in the place getting in on the act. It must be because so many people can read nowadays.

In discussing objectives a variety of viewpoints is fine. In the writing, designing and manufacturing stages it's no good. There it produces conflict, mixups and waste—and compromise jobs without guts, contrived to appease vice-presidents.

The best printed pieces we get out are done for outfits where one responsible person is in charge. Frequently he is an expert in the field, but he need not be, because wherever he leaves off, we take over. Our clients (PR people among them) rely on us. You can, too.



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Tommy Weber

New York Chapter seminar speakers — Three New York Chapter members presented papers at the first of a series of luncheon seminars on PR Practices inaugurated by the chapter on October 10: (l. to r.), Richard A. Aszling, Assistant Public Relations Director, The Borden Company; Harvey Matthews, Earl Newsom & Company; and Henry H. Urrows, Director of Public Relations, Harold L. Oram, Inc.

POSTINGS

The By-Laws of the Society require that applications for membership be posted 30 days before being submitted to the Executive Committee for approval. Members desiring to comment on the following applicants should write the Eligibility Committee, Public Relations Society of America, Inc., 525 Lexington Avenue, New York 17.

Active Membership

Ben E. Fillis, Jr., Account Executive in Charge of Chicago Office, Hill and Knowlton, Inc., 10 S. La Salle St., Chicago, Ill. Sponsors: Albert W. Bates and Troy Knowles.

Lewis M. Glassner, Glassner & Associates, Public Relations, 35 E. Wacker Dr., Chicago, Ill. Sponsors: James W. Armsey and Morris B. Rotman.

Wesley K. Lunt, PR Director, W. F. Hall Printing Co., 4600 W. Diversey Ave., Chicago, Ill. Sponsors: Mitchell McKeown and Charles Barney Cory.

Donald E. Lynch, Ass't Dir., Life Insurance Agency Management Association, 855 Asylum Ave., Hartford, Conn. Sponsors: Stanley F. Withe and Thomas Holton Hoare.

E. Grant Meade, Lt. Commander, USN, Dir. of PR, The Atlantic Command and U. S. Atlantic Fleet, Hq. of the Commander in Chief, Norfolk, Va. Sponsors: Maxwell E. Benson and Ed Lipscomb.

Paul R. Nelson, Account Executive, Selva & Lee, 135 S. La Salle St., Chicago, Ill. Sponsors: Oscar M. Beveridge and Robert B. Johnson.

James M. Patterson, Field Representative, PR Dept., Standard Oil Co. (Indiana), 910 S. Michigan Ave., Chicago, Ill. Sponsors: Conger Reynolds and George C. Reitingier.

Thomas F. Robertson, Dir. of Public Information, Eastman Kodak Co., 343 State St., Rochester, N. Y. Sponsors: Joseph E. Boyle and Milton Fairman.

George L. Staudt, Adv. Mgr., Harnischfeger Corp., 4400 W. National Ave., Milwaukee, Wis. Sponsors: Wilford York and Greta W. Murphy.

John L. Sullivan, Ass't Mgr., PR Dept., Standard Oil Co. of California, 225 Bush St., San Francisco, Cal. Sponsors: Jay S. Smith and G. Stewart Brown.

A. Clifford Thornton, Industrial Relations Manager, International Minerals & Chemical Corp., 20 N. Wacker Dr., Chicago, Ill. Sponsors: Charles Barney Cory and Garfield F. Miller.

C. Lincoln Williston, Mgr., Office of Public Information, University of Illinois, Chicago Professional Colleges, 1853 W. Polk St., Chicago, Ill. Sponsors: Scott Jones and James W. Armsey.

Associate Membership

Robert E. Smith, Secretary to the Mayor, City of St. Louis, City Hall, Twelfth and Market Sts., St. Louis, Mo. Sponsors: Fred Hume, Jr., and Alfred Fleishman. (Note:

Mr. Smith was listed in the September issue of the JOURNAL in error.)

Associate to Active

Cleve Bullette, Supervisor of Publications and Visual Aids, Service Pipe Line Co., Box 1979, Tulsa, Okla.

John L. Terrell, Mgr., Public Relations, Magnolia Petroleum Co., P. O. Box 900, Dallas, Texas.

Nate White, Dir. of Information, Committee for Economic Development, 444 Madison Ave., New York City.

Welcome to new members

The Executive Committee of the Public Relations Society of America is pleased to announce the following elections to Society membership. (Complete addresses given in "Postings," October JOURNAL.)

Active Membership

Walter J. Amoss	W. Henry Johnston
Joseph V. Baker	Victor LeMay
Howard T. Beaver	William J. Long
Charles Brandt	Roy W. Madison
Ralph W. Bugli	Elizabeth M. McStea
D. D. Degnan	Robert E. Minshall
Ward Delaney	A. F. Monroe
John Harvey	Richard L. Siegel
Kit Haynes	W. Lowell Treaster

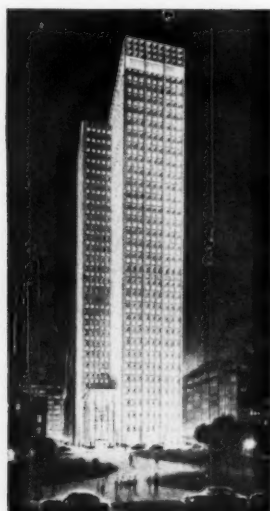
Associate Membership

Esmond Thomas Adams
Agnes B. Cooney
William Grant
Thomas Kennedy
Edward B. Talty

NEW PRSA MEMBERS ELECTED DURING 1951

CHICAGO CHAPTER	15
COLUMBUS	4
DALLAS (NORTH TEXAS)	6
DETROIT	2
HAWAII	2
HOUSTON	8
LOS ANGELES	7
MINNESOTA	8
NEW YORK	60
SAN FRANCISCO	4
ST. LOUIS	3
TOLEDO	4
WASHINGTON	3
MEMBERS AT LARGE	68
TOTAL	194

(Total membership—1146)



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Utilizing aluminum wherever practical and economical, ALCOA's new 30-story skyscraper is the first of its type in the world. Offices will be heated and cooled from the ceiling. Windows will be reversible for cleaning. In fact, no outside building maintenance is anticipated above the lobby floor. Its four-story-high entrance is built from the top down, employing huge cantilever beams to support thread-like aluminum extrusions which hold large sections of double-glazed plate glass. Even sidewalks surrounding the building will be heated in winter to melt snow and ice.

Aluminum Company of America's new 30-story aluminum-sheathed office building in Pittsburgh's Golden Triangle provides some building noises that can't be avoided. So the blotter (above) is placed beneath the dresser-glass for guests at the nearby Hotel William Penn, and is used as a reminder to other thousands working within a 500-foot radius of the construction. An Alcoa PR Department spokesman says: "Modern technological improvements still don't include a noiseless riveting hammer or a silent air compressor . . . and the human element with its yells and growls hasn't dimmed very much in the last half century, either . . . While it's too early to evaluate results in softened tempers (and tongues), we hope it's a step in the right direction!"

Chapter news notes

(Continued from page 27)

Aszling pointed out that the corporation PR department enjoys certain advantages in keeping its clients informed of its work. For example, some of its reporting, he said, can be done through regular company channels, benefiting from easy access to officials. On the other hand, as a corporation unit, it sometimes suffers like the prophet without honor in his own country. And, from another viewpoint, it should temper its reports to avoid placing other service departments within the organization at a disadvantage because of their relative lack of skill in preparing written communications.

"At Borden's," Aszling said, "concise, compact written reports have been better received than more comprehensive ones. Even when it is necessary to submit a weighty report on a special project, it is usually accompanied by a one-page abstract to facilitate official review.

"The Borden PR department keeps top corporate officers informed of its activities by sending them minutes of its Plans Board meetings. And it sends monthly summaries of activities to the Board of Officers, along with those of other departments and divisions of the Company. Also," continued Aszling, "the PR Director holds quarterly conferences with each Vice-President to review projects undertaken by the department for his separate division."

Matthews said that informal, verbal reporting to the client is the practice followed by Earl Newsom & Company.

"Our firm makes virtually no written reports to clients," he said. "The verbal system enables us to participate more directly with our clients in developing their PR actions. As a result, reporting becomes a two-way interchange operating between counsel and client. It focuses the problems more clearly."

Presenting the approach of public service associations and institutions, Henry Urrows of Harold L. Oram said his firm usually reported only briefly to clients on items such as total funds raised in a campaign as compared with costs. He mentioned that this is based on the theory that "money talks, albeit crudely."

"Reports are required, however," he said, "when specific recommendations are made to increase resources."

Using examples from The Committee for the Marshall Plan, The Emergency Committee of Atomic Scientists, and NAACP legal defense work, he empha-

sized that reasons for the work and final results made better reports than technical details.

Urrows stressed that good client relations depend more upon daily personal contact than formal reports. Also, that praise for achievements in any organization are better accepted when they originate with volunteer chairmen or other qualified outside authorities.

SAN FRANCISCO BAY AREA CHAPTER

One of the newer public relations programs directed primarily to the women motorists of America was outlined to members of the San Francisco Chapter at their October meeting.

The guest speaker was Miss Carol Lane, Women's Travel Director of the Shell Oil Company. Miss Lane told how she spends her summers in cross-country research trips testing road conditions, accommodations, and sightseeing goals. Devising new ways to make travel easier and more pleasant for women and their families is her specialty.

During the non-vacation months she lectures before women's groups on selecting unusual vacation goals, traveling with children, vacation budgeting and the most practical wardrobe for such trips.

Miss Lane explained how the program originated as a service to the millions of women drivers of America who, as housewives, exert a tremendous influence on retail spending for the family. She stressed the fact that the travel program is based on the cultivation of goodwill through the rendering of a service. Advertising is avoided.

In addition to her lectures, Miss Lane also handles a syndicated column "Tips on Touring" and is currently writing a weekly radio column called "Travel Tips," at the request of women radio commentators. She also maintains liaison with Shell's Touring Service.

In closing she presented excerpts from several of her talks, including a demonstration on how to make one dress do for both daytime and evening wear through the clever use of accessories.

The audience, which included many of the members' wives, showed their interest in the lively series of questions asked Miss Lane after her talk was concluded. • •

STAFFING A NEW PROGRAM?

Use the JOURNAL's classified section on page 32 for personnel requirements.



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New York Chapter PR conference scheduled

Distinguished American leaders from the fields of science, education, business and government will participate in a one-day Public Relations Conference scheduled for December, in New York City, by the New York Chapter of The Public Relations Society of America.

The conference is being organized as the year-end highlight activity of the New York Chapter program and will be sponsored jointly by that group and New York University.

Events including speeches, panel discussions, a luncheon meeting and exhibits will be located at Morris Hall in the New York University Commerce Building, at Washington Square.

The Conference Committee is headed by Win Nathanson as Chairman.

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Short Story



Miss Harper Keeps a House



Miss Harper is a housekeeper . . . a good one. She keeps a big house . . . The Shamrock. She keeps it with the tidy efficiency and attention to small detail that mark the perfect housekeeper. With Miss Harper, keeping house is a career . . . and an art.

We confess we take Miss Harper pretty much for granted at The Shamrock; she goes about the business of keeping our guest rooms spic-an-span and habitable so quietly and competently that things seem to proceed in the most orderly and effortless manner; no fuss, no fanfare about her job.

Still, we know that housekeeping in a big hotel is a day-to-day occupation that concerns thousands of people . . . The Shamrock's guests and Miss Harper's staff. It requires organization, training, constant supervision and, above all, appreciation of a basic fact of hotel operations: *your* room is the only room in the hotel that matters . . . to you. Your opinion of the entire hotel is formed right there in your hotel room.

★ ★ ★

A letter left lying on the dresser of his room by a departing guest brought sharply to our attention the admirable manner in which our Miss Harper keeps house. The letter said, in part:

" . . . and as a traveling man who earns his living on the road, coast to coast, I couldn't leave The Shamrock without thanking somebody for the way you folks

keep house. I guess most folks don't pay much attention to this sort of thing, but when you travel a lot, you learn to look for the little things that make or break a hotel in your estimation. Through the years, I've worked up a check list of those tell-tale little things that enable me to rate any hotel; I thought you might like to know what they are:

	GOOD	BAD
Lights:	All the lights burn; wires are well-insulated; connections are safe and tight.	Burned out bulbs in lamps; wires are frayed; hand switches wobble or won't work.
Pictures:	Hang straight on wall; glass clean and sparkly; no dust on frames.	"Leaning Tower of Pisa" look; glass smudged; dust and cobwebs on frames.
Pens and Ink:	Pen - holders clean; points new and shiny; inkwells are full and free of crust.	Pens stained; points are rusty and dull; inkwells full of sludge or empty.

The Shamrock scored A-1 on my hotel rating chart. I've found that it never fails; attention to good housekeeping details means a first-rate hotel. It's automatic."

★ ★ ★

We showed the letter to Miss Harper. She gave a little sniff of satisfaction, and said:

"Now, there's an intelligent and observant gentleman."

—An advertisement of The Shamrock.

HOUSTON

THE HOPPER

Early use of "Social Physics"

You will be interested to know that the term "social physics" (June JOURNAL) was used as early as 1835 by the Belgian statistician, Quetelet, in a book called *About Man or an Essay in Social Physics*. What he was concerned with was to demonstrate the occurrence of certain numerical regularities in the behavior of large groups of people and to indicate the possibility that a recognition of such phenomena could be used by statesmen, administrators and others.

GEORGE ROSEN, M.D., PH.D.

Associate Medical Director
Health Insurance Plan of
Greater New York

"Question of the Month" evokes interest

Congratulations on your new department, "Question of the Month." It is thought provoking and informative. Your May question, "What previous experience best fits a person for public relations?" created considerable interest among the members of Tau Mu Epsilon (honorary public relations fraternity at Boston University).

... The public relations school graduate has several advantages in translating academic training into professional practice: (1) he has been specifically trained for this profession, rather than approaching it from another field; (2) he has concentrated on the broad background and proven techniques for the profession while developing a creative and open mind; (3) and he has become aware of the professional's responsibility to serve the public interest.

R. C. UNDERHILL,
ALAN VAN WART,

For Tau Mu Epsilon
Boston University

Journal lauded

Your last issue of the JOURNAL was a "corker"—the best ever. My hat is off to you for the job you are doing. Keep up the good work.

REX F. HARLOW

President
Public Relations Institute of the West
Palo Alto, California

STATEMENT OF THE OWNERSHIP, MANAGEMENT, AND CIRCULATION REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233) of PUBLIC RELATIONS JOURNAL OF THE PUBLIC RELATIONS SOCIETY OF AMERICA published monthly except August and semi-monthly in December at New York, N. Y. for October 1, 1951

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Public Relations Society of America, Inc. 525 Lexington Avenue, New York 17, N. Y. Editor, G. Edward Pendray, Public Relations Society of America, Inc. 525 Lexington Avenue, New York 17, N. Y. Managing editor, None; Business manager, Robert L. Bliss, 525 Lexington Avenue, New York 17, N. Y.

2. The owner is: Public Relations Society of America, Inc. 525 Lexington Avenue, New York 17, N. Y. (Non profit institution) Milton Fairman, President; Robert L. Bliss, Executive Vice President; Ed Lipscomb, Vice President; Richard B. Hall, Secretary; and James P. Selva, Treasurer—all at 525 Lexington Avenue, New York 17, N. Y.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (None.)

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.)

Robert L. Bliss,
Business Manager.

Sworn to and subscribed before me this fifth day of September, 1951.

Anne Mary Bowe,
Notary Public, State of New York
(My commission expires March 30, 1953.)

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CLASSIFIED ADVERTISING

When answering ads please address as follows: Box number, PUBLIC RELATIONS JOURNAL, 525 Lexington Avenue, New York 17, N. Y. Rates: "Positions Wanted" 60c per line, 5-line minimum; "Help Wanted" \$1.00 per line, 5-line minimum. Payable in advance.

Positions Wanted

YOUNG MAN now engaged as Public Relations Assistant wishes position with social welfare or institutional organization. M.A., alert, industrious and *qualified*. Box K-10.

WRITE, rewrite, layout, production. Over 2 yrs. with present employer on national trade assn. magazines. Seek external, internal company publication job. Age: 28. Veteran, no recall. College graduate. Married. Go anywhere. Résumé on request. Box S-10.

DESIRE RESPONSIBLE POSITION as Assistant to PR Executive, corporate, counsel, agency, ass'n. Management counsel exp. 24, draft exempt (twice vet), B.S. in PR, single. Presently situated in N. Y. C. Box G-9.

NEWSPAPERMAN WITH PR EXPERIENCE. 10 years top news and feature writing. 3 years PR experience. Age, 37; married; A.B., LL.B. New York area only. Resume and writing samples available. Box O-10.



James M. Floyd, Public Relations and Advertising Director, Lone Star Gas Company, Dallas, and one of the charter members of the North Texas Chapter of PRSA, died August 10. A civic leader in Texas, 50-year old "Jim" Floyd was a friendly, enthusiastic participant in many Dallas activities, including newspaper, press, and public service groups, and currently had been serving as president of the Dallas Advertising League, one of the oldest local civic clubs. He saw active service in both World Wars I & II, and at the time of his death was a Lt. Commander in the Naval Reserve.

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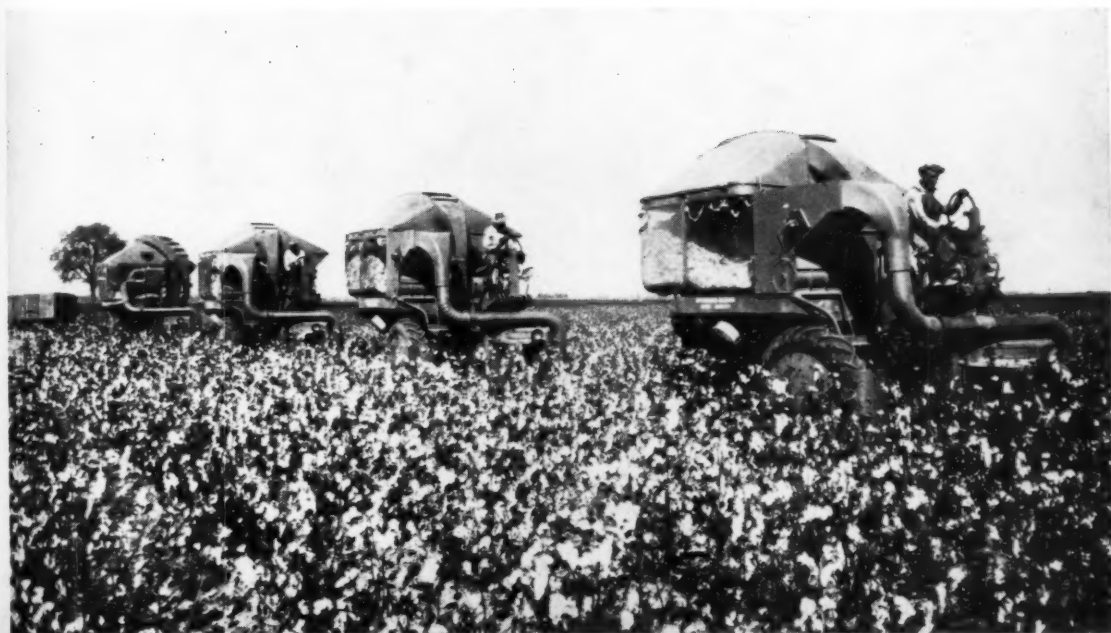
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MACHINES come to COTTON



Out on the High Plains of Texas until recently it took 66 hours of man labor to grow a bale of cotton. In the Mississippi River Delta, it took up to 140 man hours. That was when the work was done by men and mules.

Today Plains farmers can produce a bale with about 15 man hours. In the Delta the job can be done with less than 32. The difference is that cotton farmers are supplanting the mule with tractor-powered plows, rotary hoes, flame cultivators, and mechanical pickers and strippers.

In a single decade—1940 to 1950—machines have come to cotton in overwhelming numbers. Tractors on Cotton Belt farms have increased from 345,000 to 992,000—an increase of 187.3 per cent. In four years, mechanical harvesters have skyrocketed from a mere handful to more than 20,000 pickers and strippers—enough to harvest 17 per cent of this year's crop.

Machines are giving cotton increased productivity per man to cope with the most serious farm labor shortage on record. Machines, bought and paid for by individual farmers, have been a major factor in making it possible for cotton to meet the nation's call for a crop increase of 75 per cent in one year.

These are facts we want the country's leading PR men to know about the country's leading fiber.

—NATIONAL COTTON COUNCIL

EVERY U. S. Fighting Man Uses Cotton EVERY DAY



tie a string on your finger

don't — chance missing the —

FOURTH ANNUAL CONFERENCE

OF THE

**PUBLIC RELATIONS SOCIETY
OF AMERICA**

NOVEMBER 18, 19, 20 and 21

This brass tacks session will inspire everyone in public relations. And you will benefit from the fellowship with others in our business.



4TH ANNUAL CONFERENCE

NOVEMBER 18, 19, 20, 21

THE EDGEWATER BEACH HOTEL, CHICAGO, ILLINOIS

